

## MARKETO®, INC. TRADEMARK GUIDELINES

### 1. PURPOSE

The name *Marketo* is synonymous with high-quality computer based products and services. Marketo trademarks, service marks, and logos (collectively “Marketo Trademarks”) are extremely valuable because they represent the standards of excellence and consistent quality associated with Marketo, Inc. This page contains detailed information about how to refer to Marketo Trademarks in different scenarios.

### 2. MARKETO TRADEMARKS GENERALLY

Marketo Trademarks appearing on the Marketo website are the property of Marketo, Inc. **Nothing contained on the Marketo website(s) should be construed as granting any license or right to use any Marketo Trademark without the prior written permission of Marketo.** By using a Marketo Trademark, you acknowledge that Marketo is the sole owner of the trademark and that you will not challenge Marketo's use, registrations of, or applications to register such trademark. Any goodwill derived from the use of a Marketo Trademark shall exclusively inure to the benefit of Marketo.

### 3. EXAMPLE MARKETO TRADEMARKS

Below are some example Marketo Trademarks and their associated designations. This list may be updated from time to time and is by no mean exhaustive.



**Marketo®**



**Marketing First®**



**Marketing Nation®**



**LaunchPoint®**



#### 4. PROPER USE OF THE MARKETO TRADEMARKS AND LOGO

You may do any of the following, as long as you do so in a way that does not devalue, dilute, or disparage the Marketo brand-

- a. **Websites and Packaging.** On product website(s), packaging, advertising, and other collateral, use of a Marketo Trademark must be less prominent than your brand, preferably by use of a different type font, size and color.
- b. **Separate Use.** The Marketo Trademark must be used independently and separately from your trade names, service marks, logos or trademarks (no combining of Marketo Trademarks and your trade names, service marks, logos or trademarks is permitted).
- c. **Collective Display.** Your own name, trademark or logo must be displayed wherever a Marketo Trademark is displayed.
- d. **Use as an Adjective.** The Marketo Trademark must only be used as an adjective followed by a generic description of the branded goods or services the first time it is used in text, and as often as possible after that.
- e. **First Use.** The “®” or “™” symbol, as appropriate, must be included with the first or most prevalent use of the Marketo Trademark in materials on which it appears. For a listing of Marketo trademarks and their current status, please refer to Section 3.
- f. **Attribution.** The appropriate trademark symbol (i.e., “®” or “™”) should appear at least with the first use of the Marketo Trademarks and all occurrences of the Marketo logo. An attribution statement must be included in a legend on packaging, splash screens, web pages, and other materials where the Marketo Trademark(s) appear. The statement should read: **“Marketo, [list of other Marketo marks used] is/are either registered trademarks or trademarks of Marketo Inc. in the United States and/or other countries.”**
- g. **Exact Form.** The Marketo Trademark must be used only in the exact form as indicated by Marketo.
- h. **Cessation of Use.** You must comply with a Marketo request to correct, remedy, or discontinue any use of the Marketo Trademark which is determined by Marketo to be improper under these guidelines. This section applies notwithstanding any trademark license you may have in place with Marketo.
- i. **Nominative Use.** You may indicate that your product or service is related to an Marketo product or service by using an appropriate phrase, such as "for," "for use with," or "works with," as long as your usage does not create the impression of any partnership with or endorsement by Marketo, and as long as your usage does not create the possibility of confusion as to the source of the product.

## 5. IMPROPER USE OF MARKETO LOGOS AND TRADEMARKS

Use of a Marketo owned logo is reserved solely for use by Marketo. If you would like to use a Marketo logo please contact Marketo about logo licensing terms. Examples of **unauthorized** use of the Marketo Trademarks include-

- a. **Entity Names.** You may not form a company, use a company name, or create a software or SaaS product name that includes the “Marketo” trademark, or implies any corporate or authorship role of Marketo. If you have a software product that works with Marketo, it is suggested you use terms such as “[product name] for Marketo”.
- b. **False or Misleading Statements.** You may not make false or misleading statements regarding Marketo using the Marketo Trademarks (e.g., "Marketo® Approved").
- c. **Domain Names and/or Search Terms.** You must not use, for example, Marketo or any confusingly similar phrase in a domain name. For instance “www.marketosaas.com” is not allowed. You may not use a Marketo Trademark or any word or phrase similar to a Marketo Trademark as an ad word or search marketing term.
- d. **Merchandise.** You must not manufacture, sell or give away merchandise items, such as T-shirts and mugs, bearing a Marketo logo. If you wish to do this, please contact us and we will be happy to discuss a license.
- e. **Variations, Takeoffs or Abbreviations.** You may not use a variation of the Marketo Trademarks for any purpose. For example, the following are not acceptable-
  - i. MarketoSaaS
  - ii. MarketoServices
  - iii. Marketomarketing
  - iv. MarketoAutomation
- f. **Endorsement or Sponsorship.** You may not use the Marketo logo in a manner that would imply a Marketo affiliation with or endorsement, sponsorship, or support of a product or service. If you seek such an endorsement or sponsorship, please email us.
- g. **Rebranding.** Absent prior approval from Marketo, you may not change the brand or logo on unmodified Marketo software to your own brand or logo. You may not hold yourself out as the source of the Marketo software.
- h. **Web Tags.** You may not use a Marketo Trademark in a title or metatag of a web page to influence search engine rankings or result listings.
- i. **Prohibited Publications and Sites.** Display a Marketo Trademark in any publication or on a website that is pornographic, violent in nature, is in poor taste or unlawful, or which has a purpose or objective of encouraging unlawful activities.

## 6. MORE QUESTIONS?

If you have questions about this policy, please contact us at [ip@marketo.com](mailto:ip@marketo.com) “ATTN: Legal-Trademark Guidelines” in the subject line.