

Ubiquiti Trademarks

Ubiquiti Networks, Inc. (“Ubiquiti”) has a reputation for providing high-quality products and services. Ubiquiti’s trademarks, logos and brands are the intellectual property of Ubiquiti and its affiliates, and are important and valuable assets.

Ubiquiti’s trademarks take various forms and may include letters, words, logos, designs, images, slogans, colors, product shapes product packaging, and sound.

To preserve its reputation and protect its trademarks, Ubiquiti diligently guards against any violation of its trademarks. This document contains detailed information on how to use these trademarks in different scenarios.

In General

Ubiquiti Corporate Trademarks

Do not use the “Ubiquiti Networks” name or any trademark and/or logo composed of “Ubiquiti” and/or the Ubiquiti “U” logo unless you have a written license from Ubiquiti.

Ubiquiti Product Trademarks

Do not use any Ubiquiti product trademark and/or logo unless:

- You have a written license from Ubiquiti; or
- You are using Ubiquiti product trademarks and/or logos in advertising and marketing materials or on a sales website, only to refer to Ubiquiti’s products or services in a descriptive manner or to describe the subject matter of some of the associated materials, products and/or software.

Affiliation with Ubiquiti; Authorized Distributors and Resellers

You must obtain prior written authorization from Ubiquiti in order to use any Ubiquiti trademark and/or logo in a manner that might suggest affiliation or association with Ubiquiti, including to identify your company as an authorized distributor or reseller of Ubiquiti. A general license to use the Ubiquiti Corporate Trademarks and/or Ubiquiti Product Trademarks is not sufficient on its own to authorize such usage; it must contain a specific, express authorization.

If you have obtained such an authorization, you must clearly identify your affiliation with Ubiquiti. For example, if you are an authorized distributor, you may state “XYZco is an Authorized Distributor of Ubiquiti Networks, Inc.” You should not use language or graphics which could lead to ambiguity or misunderstanding as to your company’s relationship with Ubiquiti.

Authorized distributors should monitor and enforce these Trademark Guidelines in their sales territory, and may recommend resellers to Ubiquiti for authorized approval.

Limitations on Use

All uses of any Ubiquiti trademark and/or logo must be in compliance with the Usage Restrictions and Visual Guidelines set forth below.

In addition, if you have a written license from Ubiquiti to use the Ubiquiti Corporate Trademarks or Ubiquiti Product Trademarks, and/or prior written authorization to use Ubiquiti trademarks to suggest your affiliation with Ubiquiti, the agreement that you signed with Ubiquiti may have specific usage guidelines. You should follow any guidelines provided to you pursuant to your agreement in addition to the guidelines set forth herein.

Usage Restrictions

Certain activities may constitute infringement or dilution of Ubiquiti's trademarks and/or logos, or are otherwise not permitted. Please review the following list of ways to avoid such unauthorized use:

- All use of Ubiquiti trademark and logo must be accurate and truthful, and must not mislead consumers as to any Ubiquiti sponsorship, affiliation, or endorsement of your company or your products or services.
- Do not use any Ubiquiti name, trademark or logo as part of your name or logo, whether for your company, product, service, solution, technology, or program. Ubiquiti trademarks and logos should only be used with Ubiquiti products that you have procured through our authorized distribution channels.
- Do not use any Ubiquiti trademark or logo in a manner that is likely to dilute, defame, disparage, or harm the reputation of Ubiquiti.
- Only use Ubiquiti's trademarks and logos with the corresponding products or services for which they were originally intended.
- Do not use any name, trademark, logo or designation that is confusingly similar to any Ubiquiti trademark or logo.
- Do not copy or imitate any Ubiquiti trade dress, type style, logo, product packaging, or the look, design or overall commercial impression of any Ubiquiti website, social media or other materials.
- Do not register or seek to register a Ubiquiti trademark or logo, or any mark or logo that is confusingly similar to a Ubiquiti trademark or logo.
- Do not register or use any domain name that incorporates any Ubiquiti trademark or logo.

Visual Guidelines

Your permitted use of any Ubiquiti trademark and/or logo should in all cases comply with the following guidelines:

- Use the appropriate trademark symbol and trademark acknowledgment. Use the ® or ™ symbol in connection with any Ubiquiti trademark or logo and use the following acknowledgement of Ubiquiti's ownership: "[insert permissible mark(s)] [is a/are] registered trademark[s] or trademark[s] of Ubiquiti Networks, Inc. in the United States and other countries."
- Do not modify or otherwise alter, animate, or morph a Ubiquiti trademark or logo, nor incorporate any additional element in a Ubiquiti trademark or logo. Examples of what not to do include abbreviating or shortening a trademark, combining or hyphenating a trademark with another prefix or word (for example, Ubiquiti-ed), or using a slash mark with any trademark (for example, Ubiquiti/XYZco). Do not combine any Ubiquiti name or trademark with any other letters, numbers, words, or any design or logo.
- Do not use the Ubiquiti name or any Ubiquiti trademark or logo next to your name or the name of your products or services. The Ubiquiti name and Ubiquiti trademarks must be visually distinguishable from your company name and product and service names.
- Do not place the Ubiquiti name or any Ubiquiti trademark or logo next to products that are not made by Ubiquiti, or use them in any other way that suggests association with a third party product or service.
- Do not use the Ubiquiti name or any Ubiquiti trademark or logo as the visual focal point of any of your materials or web pages.
- The Ubiquiti name, trademarks and logos must not be more prominently displayed than your company name or your product or service name.

Disclaimer

This Guideline is not intended to serve as legal advice. Should you have questions regarding your legal rights or duties, please consult your own attorney.