Wi-SUN Alliance

Marketing Committee

Logo Policy

Version 1v00
1 Notices

1.1 Copyright

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The document is subject to changes at the discretion of the Wi-SUN Alliance. The above notice and this paragraph must be included on all copies of this document that are made.

Wi-SUN Alliance, Inc. 275 Tennant Avenue, Suite 202, Morgan Hill, CA 95037, USA

1.2 Provisional Document

This document is a work-in-progress and is subject to change. No decisions should be made based on the content of this document.

1.3 Revision History

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Copyright Wi-SUN Alliance
2 References

2.1 Normative References

[1] Wi-SUN Alliance Product Certification Scheme 0v12

2.2 Informative References

[2] First Informative Reference
3 Introduction

This document will describe policies for the use of Wi-SUN® Alliance intellectual property, trademarks, designations and logos. It also describes the logo’s appearance and the limits and restrictions for the use of Wi-SUN logos.

The Wi-SUN logo and language are trademarks of the Wi-SUN Alliance. Unauthorized use is not permitted. Please contact the Wi-SUN Alliance for additional information at www.wi-sun.org
4 Abbreviations & Glossary

<table>
<thead>
<tr>
<th>ACRONYM</th>
<th>DEFINITION</th>
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<tr>
<td>FAN</td>
<td>Field Area Network</td>
</tr>
<tr>
<td>MAC</td>
<td>Media Access Control layer of Wi-SUN protocol stack</td>
</tr>
<tr>
<td>PHY</td>
<td>Physical layer of Wi-SUN protocol stack</td>
</tr>
<tr>
<td>PICS</td>
<td>Protocol Implementation Conformance Statement</td>
</tr>
<tr>
<td>SKU</td>
<td>Stock Keeping Unit (unique model identifier)</td>
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<tr>
<td>WCP</td>
<td>Wi-SUN Compliant Platform</td>
</tr>
<tr>
<td>TCC</td>
<td>Wi-SUN Test &amp; Certification Committee</td>
</tr>
<tr>
<td>TSC</td>
<td>Wi-SUN Technical Steering Committee</td>
</tr>
</tbody>
</table>

4.1 Interoperable Wi-SUN Technical Profile Specifications

Wi-SUN Profiles, technically referred to as Technical Profile specifications, are used to define communications feature sets for a given application area. Every Wi-SUN Specification has been developed through an Alliance Profile Working Group and gains Working Group approval before proceeding with development guided by the Wi-SUN Technical Steering Committee (TSC). Every Wi-SUN Profile is approved by the Board of Directors.
5 Background

5.1 The Wi-SUN Alliance

The Wi-SUN Alliance is a global ecosystem of organizations developing smart and innovative wireless specifications enabling green products for consumers, commercial and industrial markets. The Alliance provides green; low-power and open global wireless networking standards based on IEEE® 802.15.4g, focused on smart grid, monitoring, control and sensor applications.

5.2 The Need for Policies

Wi-SUN Profiles are used to connect an immense range of simple and high-tech devices for commercial, utility, industrial, consumers and businesses. While these specifications offer the freedom and flexibility to create a wide variety of innovative, reliable and easy-to-use products, users of these products will expect these varied products to meet all the requirements of the standard including appropriate interoperability.

The Alliance has addressed this concern through its certification and interoperability Committee, the Wi-SUN Test and Certification Committee (TCC) described in the Wi-SUN Alliance Certification Process System, and is designed to guide members through this process.

Policies governing the use of Wi-SUN Alliance trademarks, designations and logos are instrumental in:

- Demonstrating compliance to the standard for potential buyers of Wi-SUN products.
- Protecting Wi-SUN Alliance intellectual property.
- Protecting investments of Wi-SUN Alliance members.
- Ensuring consistent use among Wi-SUN Alliance members.

5.3 Value of the Wi-SUN Certified Program

The Wi-SUN Alliance has developed formal certification requirements and a trademarked logo for all markets to ensure innovative Wi-SUN solutions deliver reliable wireless networking and appropriate interoperability.

Products must demonstrate adherence to the specification/standard they were designed for and meet rigorous interoperability requirements to complete the Wi-SUN Certified program and display the readily identifiable logo and Interoperability Icons. The Wi-SUN Certified logo and Interoperability Icons provide consumers and installers with valuable information when making their product selection from a variety of products bearing this logo.

Wi-SUN Certified provides value by:

- Assuring products meet applicable standards.
- Promoting customer confidence.
- Providing brand recognition.
6 Membership and Rights to Wi-SUN Intellectual Property

6.1 Introduction

This section discusses membership in the Alliance and describes how other organizations may access Wi-SUN Alliance intellectual property.

Note: In order to use any Wi-SUN Alliance branding components (name, various designations, logos, icons and graphics) for any commercial purpose, organizations must be Alliance members. Wi-SUN Alliance intellectual property includes Wi-SUN Alliance Specifications, Wi-SUN Alliance Application Profile Specifications and test plans, and all Wi-SUN Alliance logos. For more information about use of intellectual property by non-members, see section 6.2, Other Parties.

6.2 Other Parties

6.2.1 Non-Members

Organizations and individuals who are not Alliance members are not permitted to use Wi-SUN branding components for any commercial purposes without approval from the Wi-SUN Alliance. This includes the distribution of any free tools and products that promote the general business of the organization. Non-member products and member products that have not completed the certification process cannot be called a “Wi-SUN product”, “Wi-SUN inside”, “Wi-SUN compliant”, “Wi-SUN ready” or any other reference to Wi-SUN.

6.2.2 Distributors, Resellers, Installers and End Users

Distributors, resellers and installers of Wi-SUN products do not have to be members of the Wi-SUN Alliance to conduct business. Products that have earned the right to wear the Wi-SUN Certified logo and required interoperability marks may be promoted as Wi-SUN devices from the original manufacturer provided that all advertisements for these products display the registered trademark (*) icon together with the Wi-SUN name. No further permission is necessary to use the Wi-SUN name under these circumstances. If any non-member wishes to use the Wi-SUN Alliance name or logo for any reasons other than those outlined in this section, the non-member must submit a Wi-SUN Logo and Trademark Use Agreement (see Appendix B) and secure written permission from the Alliance before proceeding with such uses. End users are not required to have any affiliation with Wi-SUN Alliance or Wi-SUN Alliance companies.
7 Use of Wi-SUN Designations and Logos

7.1 Introduction

The word “Wi-SUN” and various designations, logos, icons and graphics are registered trademarks of the Wi-SUN Alliance and can only be used in accordance with Wi-SUN Alliance guidelines.

7.2 Fair Use

There are circumstances in referring to a trademark (such as Wi-SUN) in editorial or news content that the use of a trademark symbol is either desirable or unavoidable. Such use of Wi-SUN Alliance trademarks is permitted by applicable law without the requirement for the user to be licensed, provided that usage guidelines in this document are followed.

Wi-SUN trademarks may be used in marketing and promotional literature, print materials and other media that refer to the Wi-SUN Alliance or its members provided that the materials:

- Adhere to the Wi-SUN Alliance trademark usage guidelines.
- Do not disparage the Wi-SUN Alliance or Wi-SUN Alliance members’ products and services.
- Do not imply relationships or associations with the Wi-SUN Alliance that do not exist.
- Use appropriate notices on all trademarks and include a footnote indicating that the trademark(s) are owned by Wi-SUN Alliance.

7.3 Protected Designations and Logos

7.3.1 Overview

The term Wi-SUN, Wi-SUN Alliance, Wi-SUN Member, Wi-SUN Certified, the Wi-SUN Certified product logo, Interoperability Icons and various graphics and terms are registered trademarks and can only be used by authorized licensees, in accordance with the usage guidelines.

7.3.2 Run Time of Use

Only active members of the Wi-SUN Alliance may use any Wi-SUN Alliance trademarks, logos, icons or graphics. If a member leaves the Alliance, any and all use of Wi-SUN Alliance trademarks, logos, icons or graphics must cease immediately.

7.3.3 Wi-SUN and Wi-SUN Logo

7.3.3.1 Definition

Wi-SUN is a trademarked term to be used as an adjective to describe the Alliance or its intellectual property.

7.3.3.2 Acceptable and Unacceptable Uses

Best use practice of the word “Wi-SUN” calls for exclusive use of the word as an adjective with a noun; for example, use “Wi-SUN Alliance,” “Wi-SUN Specification” or “Wi-SUN Standard.”

The word Wi-SUN is occasionally used as a stand-alone noun to refer to the Wi-SUN Alliance’s specifications. For example, “Wi-SUN has mesh networking.” Such colloquial use is discouraged since it often does not sufficiently define the subject of discussion.
The word Wi-SUN may not be used as a modifier in conjunction with adjectives. Terms such “Wi-SUN compatible” or “Wi-SUN ready” create confusion with regard to certification and specifications. It is unacceptable to use the word Wi-SUN, or any derivation of the word Wi-SUN to name products or services. As an example, “Wi-SUNChip” would be unacceptable. A glossary of Wi-SUN terms and recommended uses will be available for members only in the Wi-SUN Alliance External Communications Policy & Guidelines as defined in the Wi-SUN Alliance member agreement.

References to Wi-SUN, Wi-SUN Certified, and other Wi-SUN designations in advertisement, public relations, or other materials can only be used to describe Wi-SUN specified profiles.

The Wi-SUN name, logo and graphics are registered trademarks, and can only be used by authorized licensees, in accordance with the usage guidelines outlined in this document and the Alliance’s Bylaws. All members of the Wi-SUN Alliance are permitted to use the logo as long as there is no reference to a specific product and the company follows the usage guidelines.

All others (non-members) seeking to use the logo and graphics must seek written permission from the Wi-SUN Alliance by complying with and submitting of the Wi-SUN Logo and Trademark Use Agreement unless as provided in Appendix B. Continuous usage permission for use is granted to press and media organizations. The Wi-SUN logo is not to be used as a compliance or certification seal.

7.3.3.3 Logo Elements

The Wi-SUN logo consists of two elements: the graphic “Blue and Green” logo incorporating the word “Wi-SUN” followed by a registered trademark symbol as shown below. The tagline “Advancing seamless connectivity” may also be added. There is also a version of the logo with the word “Alliance” following the logo (see 7.3.4).

The Wi-SUN Alliance provides electronic copies of each logo version on the member’s only website.

7.3.4 Wi-SUN Alliance Logo

7.3.4.1 Definition

The Wi-SUN Alliance logo is a set of elements that refers only to the Wi-SUN Alliance or its membership.

7.3.4.2 Acceptable and Unacceptable Uses

The Wi-SUN Alliance logo and graphics are registered trademarks, and can only be used by authorized licensees, in accordance with the usage guidelines outlined in this document. It is reserved exclusively for use by the Alliance. Members and Non-members are not allowed to use the logo or parts of it.

7.3.4.3 Logo Elements

The Wi-SUN Alliance logo consists of two elements: the graphic “Blue Green” words “Wi-SUN Alliance” with the registered trademark symbol following the word “Wi-SUN” as shown below. These elements have been carefully designed to fit together in a balanced form and the relationships should not be altered. A version with the tagline “Advancing seamless connectivity” may also be found.
The logo can be colored, black and white, or grey scale. If the logo is colored, it must follow the standard color guidelines.

7.3.5 Wi-SUN Member Logo

7.3.5.1 Definition

Wi-SUN Member logo is a set of elements that refers exclusively to members of the Alliance. Any member of the Alliance may use this logo to promote their Alliance membership. Non-members are not allowed to use the logo or parts of it.

7.3.5.2 Acceptable and Unacceptable Uses

The Wi-SUN Member logo is a registered trademark, and can only be used by authorized licensees, in accordance with the usage guidelines outlined in this document. All members of the Wi-SUN Alliance are permitted to use the logo as long as there is no reference to a specific product and the member follows the usage guidelines.

7.3.5.3 Logo Elements

The Wi-SUN Member logo consists of two elements: the graphic “Blue-Green” logo and the words “Wi-SUN Member” with the registered trademark symbol following the word “Wi-SUN” as shown below. These elements have been carefully designed to fit together in a balanced form and the relationships should not be altered.

The logo can be colored, black and white, or gray scale. If the logo is colored, it must follow the standard color guidelines.

The Wi-SUN Alliance provides electronic copies of each logo version on the member’s only website.

7.3.6 Wi-SUN Certified Designation and Logo

7.3.6.1 Definition

The Alliance’s Wi-SUN Certified product designation and logo have been created to specifically distinguish products designed, tested and certified by the Wi-SUN Alliance Product Certification Scheme to meet Wi-SUN Alliance specifications from other personal area network devices.

In order to display the Wi-SUN Certified logo, a device must:

- Be a final product that has passed certification and is intended for commercial volume production.
- Be a product with Stock Keeping Unit (SKU) code and/or Universal Product Code.
- Be based on an interoperable Wi-SUN Alliance Profile Specification.
Marketing Committee

- Have successfully completed the applicable Wi-SUN Certified product test program through a test service provider approved by the Wi-SUN Alliance.
- Have submitted all documentation required.
- Have received a certification letter from the Wi-SUN Alliance.
- The manufacturer must be a member in good standing.

In addition, it may be designed based on a Wi-SUN Compliant Platform. If any part of the Wi-SUN Compliant Platform has changed, the product must be recertified.

7.3.6.2 Acceptable and Unacceptable Uses

A Wi-SUN Certified logo should always be used for general advertisement in conjunction with a Wi-SUN Certified product. It should always be used with the member’s logo.

The Wi-SUN Certified product logo may be used in all countries without modifications to the logo itself. The Wi-SUN Certified product logo does not, under any circumstances, replace any regulatory certification necessary for the intended market. The manufacturer shall obtain all necessary homologation approvals for the country in question before applying this logo on regional products.

The Wi-SUN Certified product logo applies only to the tested and certified product using an interoperable Wi-SUN Alliance standard (public application profile). The hardware, software and model identification are recorded and are consequently part of the certification. Hence, any changes will lead to the requirement for recertification.

7.3.6.3 Run Time of Use

Once a product is granted permission to use the Wi-SUN Certified product logo, permission to use the logo will remain valid for the lifetime of the product unless:

- The manufacturer modifies the product
- The Wi-SUN Compliant Platform used by the product changes
- The Wi-SUN Alliance revokes the grant of permission
- Loss of Alliance membership

Modifications of Wi-SUN Certified products require recertification. However, not all modification will require retesting. Modifications that may require retesting include, but are not limited to, hardware changes, software updates and form factor modifications. Retesting is required in any of these or related circumstances or in circumstances related to such modifications. The Wi-SUN Alliance maintains guidelines about modification that require retesting and will determine whether retesting is required for any particular modification. For complete information refer to the Wi-SUN Alliance Product Certification Scheme[1].

7.3.6.4 Logo Elements

The Wi-SUN Certified product logo consists of two elements: the graphic “Wi-SUN” logo and the words “Wi-SUN Certified” with the registered trademark symbol following the word “Wi-SUN” as shown below. These elements have been carefully designed to fit together in a balanced form and the relationships should not be altered.

The logo can be colored, black and white, or grey scale. If the logo is colored, it must follow the standard color guidelines.

The Wi-SUN Alliance provides electronic copies of this logo only to members that pass certification. This logo is not available for general membership download and use.
7.3.6.5 Special Logo Application and Usage

There are three requirements for this logo.

- Wi-SUN Certified product logo must be displayed on the product package.
- Wi-SUN Certified product logo and the Wi-SUN Interoperability designation (see section 7.3.7) representing the Wi-SUN Standard the product uses must be displayed with the Wi-SUN Certified Feature Statement (see section 7.3.8) on the back or side of product packaging, all owner/instruction manuals.
- Wi-SUN Certified product logo and the Wi-SUN Interoperability designation must be used on signage, promotional literature and advertisements.

The Wi-SUN Certified product logo may be applied on any surface of the product and its packaging. The logo may be printed, engraved or otherwise applied using flat, low-resolution versions supplied by the Alliance, if necessary.

The Wi-SUN Certified product logo shall not be applied to auxiliary and support equipment of the certified product (e.g. power supply, cable harness, etc.).

All other logo application and usage requirements defined in section 7.4 must also be followed. Wi-SUN Network Devices (gateways, bridges and range extenders are not required to show).

For a complete list of publicly available Wi-SUN Specifications, see the Wi-SUN website Technical Documents downloads page.

7.3.7 Wi-SUN Interoperability designations

7.3.7.1 Definition

The Wi-SUN Interoperability designations allow identification and differentiation of products using an interoperable Wi-SUN Profile Specification.

Two product profiles are currently defined: FAN Profile and ECHONET Profile

7.3.7.2 FAN Profile

End Product (Product that has passed certification and is intended for volume production):

- Wi-SUN FAN designation can only be applied after passing both Wi-SUN and FAN certifications
- Product that is placed inside another product such that the characteristics of the communications system are not modified will inherit the certification, but will require an additional registration for the larger product to carry the Wi-SUN FAN Logo. Additionally, the larger product must refer to the incorporated Wi-SUN product and its manufacturer.

Platform

- No logo on product
- Registration number and options on website
- Options defined per TCC PICS
- Initially focused on PHY, but may expand to include upper layers

7.3.7.3 ECHONET Profile

End product (Product that has passed certification and is intended for volume production):
• Wi-SUN Echonet designation can only be applied after passing both Wi-SUN and Echonet
certifications
• Need to define placements of dual logo
• Listing will be shown on Wi-SUN Alliance website
• Product that is placed inside another product such that the characteristics of the communications
  (including Echonet application layer) system are not modified will inherit the certification, but will
  require an additional registration for the larger product to carry the Wi-SUN ECHONET designation

Platform
• No logo on product
• Listing will be shown on Wi-SUN Alliance website
• Options defined per TCC PICS
• Initially focused on PHY, but may expand to include upper layers

Combination products (Ex. Combination of dongle plus tablet)
• TBD in future release

7.3.7.4 Acceptable and Unacceptable Uses
Wi-SUN Interoperability designations are used to show Wi-SUN Profile Specifications for specific markets.
See the Alliance website for a complete list of publicly announced Wi-SUN Specifications. Wi-SUN
Interoperability designations must be used with all Wi-SUN Certified products eligible to display a WI-SUN
Logo. Wi-SUN Interoperability designations must be used with the Wi-SUN Certified product logo to visually
communicate compliance with a Wi-SUN Profile Specification used by the product as defined in 6.2.6.5.

Wi-SUN Interoperability designations may be used by members to indicate markets, but shall never be used
with uncertified products or to imply use of Wi-SUN Profile Specification or certification of a product.
All other requirements defined in the Wi-SUN Certified product logo section 7.3.6.2 apply to Wi-SUN
Interoperability designations use.

7.3.7.5 Run Time of Use
Same restrictions as the Wi-SUN Certified product logo as defined in Section 7.3.6.3. Members using Wi-
SUN Interoperability designations not in conjunction with a Wi-SUN Certified product must also follow
Section 7.3.5.2

7.3.7.6 Logo Elements
The Wi-SUN Interoperability designations consist of two elements: a graphic logo and a one word
description with the registered trademark as shown below. Non-trademarked versions are available for use
if the size of the Interoperability Icon is reduced to a size that makes the mark illegible. These elements
have been carefully designed to fit together in a balanced form and the relationships should not be altered.
The Interoperability designation can be colored, reversed or grey scale. If the Interoperability designation is
colored, it must follow the standard color guidelines.
The Wi-SUN Alliance provides electronic copies of each Interoperability designation on the member’s only
website.
Recommended use of Wi-SUN Certified product logo with Interoperability designation:
The Wi-SUN Certified product logo and Interoperability designation combination must appear together anywhere on product packaging, literature, advertisements both in print and electronic form. Use of the Interoperability designation does not replace any Wi-SUN Certified Product logo requirements.

Interoperability designation may only be used without the Trademark symbol only if the ™ becomes illegible due to reduced sized icon.

7.3.7.7 Special Logo Application and Usage

The Wi-SUN Interoperability designations may be applied on any surface of the product. They may be printed, engraved or otherwise applied using low-resolution versions supplied by the Alliance if necessary. The Interoperability designation can be colored, reversed, or grey scale. If the Interoperability Icon is colored, it must follow the standard color guidelines.

The Wi-SUN Interoperability designations shall not be applied to auxiliary and support equipment of the certified product (e.g. power supply, cable harness, etc.).

All other Interoperability designations application and usage requirements defined in section 7.4 must also be followed. An Interoperability designation shall not be used without the Wi-SUN Certified product logo.

7.3.8 Wi-SUN Certified Features Statement

7.3.8.1 Definition

Providing complete interoperability information to customers requires a Wi-SUN Certified Features Statement containing information about the standard, optional features and network offered by the product.

7.3.8.2 Acceptable and Unacceptable Uses

The Wi-SUN Certified Features Statement must contain:

- Wi-SUN Certified product logo
- All applicable Wi-SUN Interoperability designation(s)
- Name(s) of the Wi-SUN Standard Profile and version supported by the product
- All optional product features and network frequency used.

7.3.8.3 Run Time of Use

Same restrictions as the Wi-SUN Certified product logo and Wi-SUN Interoperability Designation as defined in Section 7.3.6.3.

7.3.8.4 Disclosure Elements

The Wi-SUN Certified Features Statement must appear on the side or back of product packaging and in all owner/operator literature, both in print and electronic form.

Example Wi-SUN Certified Features Statement:
<table>
<thead>
<tr>
<th>7.3.8.5</th>
<th>Special Logo Application and Usage</th>
</tr>
</thead>
<tbody>
<tr>
<td>All other logo application and usage requirements defined in section 7.4 must also be followed.</td>
<td></td>
</tr>
</tbody>
</table>

| 7.3.9 | Wi-SUN Compliant Platform Designation |
| 7.3.9.1 | Definition |
| A Wi-SUN Compliant Platform (WCP) includes the IEEE 802.15.4g radio (PHY and MAC) and the Wi-SUN Interface Specification or Wi-SUN Specification stacks up to and including the network layer, as well as Application Specific stacks (not defined by Wi-SUN Alliance) and may be available in a variety of physical implementations for use as a foundation for end products. In order to have a platform product established as a Wi-SUN Compliant Platform, the manufacturer must successfully complete WCP testing through one of the Wi-SUN Alliance’s approved test service providers. For complete information refer to the Wi-SUN Alliance Product Certification Scheme [1]. |

| 7.3.9.2 | Acceptable and Unacceptable Use |
| Platforms that are deemed compliant can be referred to as a “Wi-SUN Compliant Platform” in marketing, news releases, legal and all other product related documentation. |

| 7.3.9.3 | Run Time of Use |
| The use of the term “Wi-SUN Compliant Platform” is limited to the tested platform product and does not encompass any changes, firmware upgrades or subsequent versions and models after the listed test date. Requirements associated with such changes are detailed in the Wi-SUN Alliance Product Certification Scheme. The Wi-SUN Compliant Platform use designation will remain valid for the lifetime of the product, provided the product does not change and provided the member remains a Wi-SUN Alliance member in good standing. |

| 7.3.9.4 | Logo Elements |
| There is no logo or graphical element associated with the Wi-SUN Compliant Platform designation. |

| 7.4 | Application and Usage for All Wi-SUN Logos |
| Enlargements and reductions should be made only from a computer file. Copies of the master logos are available on the member’s only website. |
The Wi-SUN logos must always be reproduced in a manner that will ensure maximum clarity and provide sufficient background space in the area on which it appears. The logos and icons can be colored, black and white, or grey scale. If the logo or icon to be used is colored, it must follow the standard color guidelines. Special care must be taken when enlarging the logo for use in displays, signs, and other collateral, to preserve the integrity of the design.

The Wi-SUN logos and graphics should not be altered proportionally in any way, and must not be used in an outline form.

A clear zone of at least 50% of the logo size should surround the logos or the Wi-SUN graphic. No text, color (except as outlined in this document) or graphics should appear in this area. Do not pair with any type or join or concatenate the Wi-SUN logos with another logo or symbol.

Place the Wi-SUN logos at a distance of at least a half of the page width (or width of the screen, banner, etc.) from your corporate logo, and balance it visually with other elements.

When the Wi-SUN logo appears with groups of other logos such as those used for other alliances or associations, a clear zone of at least 100% of the logo size should surround the Wi-SUN logo.

Never translate the Wi-SUN logos into other languages.

The size of the logos and icons may be reduced to fit various needs; however, they must remain legible.

7.4.1.1.1 Presentation and Press Material

Place the Wi-SUN logo prominently and keep it separate from the other type and symbols.

In headlines or text, typeset the Wi-SUN® name with the Registered ® trademark symbol for first reference. Do not use the logo artwork.

Place the logo prominently, and separate it from the other type and symbols. In the headlines or text, the graphic may contain the Wi-SUN trademark symbol as it is in the graphic file of each logo version.

7.4.1.1.2 Exhibits/Promotional Items

On text panels and banners, typeset the name in a style and size compatible with other copy. On text panels and banners, the graphic must be compatible with other copy and contain the Wi-SUN Registered trademark on first reference in each section or panel.
Appendix A  Wi-SUN Logo Style Guide

The Wi-SUN logo is available in several versions (Logo, Logo with Tagline, Horizontal Style, Member, Certified product for member use) and different formats to meet any digital or print need. To find the correct logo for your needs, refer to the guidelines contained herein. You may download the entire logo library in a compressed (.zip) file.

A.1  General Guidelines:

Font = t.b.d.

<table>
<thead>
<tr>
<th>Certified product logo</th>
<th>Member</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Certified product logo" /></td>
<td><img src="image2" alt="Member" /></td>
</tr>
</tbody>
</table>

The logo is in two colors: Blue and Green.

Green: RGB: ?,?,?,?

Blue: RGB:?,?,?

DO NOT use if the width is less than 1.5” on horizontal logo, or .25” on vertical logo.
Appendix B   Wi-SUN Logo and Trademark Use Agreement

B.1 Wi-SUN Logo and Trademark Use Agreement

The Wi-SUN Alliance ("Wi-SUN") logos and trademarks ("Wi-SUN Logos and Marks") available to download from Wi-SUN website or otherwise provided by Wi-SUN or used by the recipient ("Recipient") are subject to the terms and conditions of this Wi-SUN Logo and Trademark Use Agreement (the "Agreement") by and between Wi-SUN and Recipient. Prior to any use of the Wi-SUN Logos and Marks, Recipient shall fill out the form below, carefully read the terms of the Agreement and click Agree as indicated below. Recipient represents to Wi-SUN that the information listed below is accurate and correct.

The Wi-SUN Logos and Marks are available to individuals, companies and institutions free of charge for all non-commercial purposes (including technical research papers, documentation and presentations) as specified and limited herein.

To find out how Wi-SUN treats data we collect, please read our Privacy Policy.

If Recipient is a member of Wi-SUN, it may have a separate written agreement with Wi-SUN governing the usage of Wi-SUN Logos and Marks. In such event, the usage of Wi-SUN Logos and Marks will be governed by terms and conditions of that agreement.

The following fields are required:

- First Name
- Last Name
- Title
- Company
- Email

B.2 LEGAL TERMS AND CONDITIONS

BY COPYING, DOWNLOADING, RECEIVING OR OTHERWISE USING THE WI-SUN LOGOS AND MARKS, RECIPIENT AGREES TO BE BOUND BY THE TERMS OF THE AGREEMENT.

Limited Use Grant: Wi-SUN grants Recipient a non-exclusive, revocable, temporary license to use the Wi-SUN Logos and Marks solely for non-commercial use; provided Recipient: (a) complies with all terms and conditions of the Agreement, including, without limitation, the restrictions as described below; and (b) prominently displays the appropriate trademark or copyright notice on all versions of the Wi-SUN Logos and Marks or, if the disclosure of the Wi-SUN Logos and Marks is for an academic, non-commercial purpose, clearly attribute the Wi-SUN Logos and Marks to The Wi-SUN Alliance. If Recipient wants to expand the scope of the limited license beyond that which is granted herein, Recipient should contact Wi-SUN.

Restrictions: Wi-SUN reserves all rights not expressly granted to Recipient. Without limiting the generality of the foregoing, the scope of this limited license does not permit Recipient to, in whole or in part: (a) distribute, market, promote or advertise any products based on or using the Wi-SUN Logos and Marks or use the Wi-SUN Logos and Marks for any commercial use; (b) sublicense, resell, otherwise transfer, rent, lease or lend the Wi-SUN Logos and Marks; (c) alter or modify the Wi-SUN Logos and Marks in any way; (d) use the Wi-SUN Logos and Marks as part of Recipient’s name or identity, use any name or mark confusingly similar to the Wi-SUN Logos and Marks or otherwise utilize the Wi-SUN Logos and Marks in a manner...
intended to link or associate Recipient or Recipient’s products or services in any manner with Wi-SUN; (e) combine the Wi-SUN Logos and Marks with any other graphic or textual elements; (f) use the Wi-SUN Logos and Marks as a design element of any other logo or trademark; (g) use Wi-SUN Logos and Marks in any manner that might disparage or injure Wi-SUN’s reputation; (h) use Wi-SUN Logos and Marks on any website or in any way that is in violation of any applicable laws or governmental regulations, in particular, all laws and regulations pertaining to proper protection, use and designation of trademarks in any countries in which the Wi-SUN Logo’s and Marks are used; or (i) use the Wi-SUN Logos and Marks in a manner which, in Wi-SUN’s sole discretion, diminishes or otherwise damages Wi-SUN’s goodwill in the Wi-SUN Logos and Marks, including, without limitation, uses which would be unlawful or encourage unlawful behaviour, or which are obscene, pornographic, excessively violent or otherwise in poor taste.

Ownership of the Wi-SUN Logos and Marks. All title and intellectual property in the Wi-SUN Logos and Marks (including all copies of the Wi-SUN Logos and Marks) are owned by Wi-SUN and its licensor(s), if any. Termination. Wi-SUN hereunder may terminate the Agreement and any and all rights upon notice without cause and at any time. Upon termination of the Agreement, Recipient shall immediately cease any and all use of the Wi-SUN Logos and Marks and destroy all copies of the Wi-SUN Logos and Marks within its control.

No Warranties. RECIPIENT ACKNOWLEDGES AND AGREES THAT THE WI-SUN LOGOS AND MARKS ARE PROVIDED "AS IS" AND WITH NO WARRANTIES WHATSOEVER, WHETHER EXPRESS, IMPLIED OR STATUTORY, INCLUDING, BUT NOT LIMITED TO ANY WARRANTY OF MERCHANTABILITY, NONINFRINGEMENT, FITNESS OF ANY PARTICULAR PURPOSE, OR ANY WARRANTY OTHERWISE ARISING OUT OF THE WI-SUN LOGOS AND MARKS AND/OR THE AGREEMENT. THE RECIPIENT'S USE OF THE WI-SUN LOGOS AND MARKS IS SOLELY AT THE RECIPIENT'S OWN RISK.

Limitation of Liability. IN NO EVENT SHALL WI-SUN BE LIABLE OR OBLIGATED TO THE RECIPIENT OR ANY THIRD PARTY IN ANY MANNER FOR ANY DIRECT, SPECIAL, NON-COMPENSATORY, CONSEQUENTIAL, INDIRECT, INCIDENTAL, STATUTORY OR PUNITIVE DAMAGES OF ANY KIND, INCLUDING, WITHOUT LIMITATION, LOST PROFITS AND LOST REVENUE, REGARDLESS OF THE FORM OF ACTION, WHETHER IN CONTRACT, TORT, NEGLIGENCE, STRICT PRODUCT LIABILITY, OR OTHERWISE, EVEN IF WI-SUN HAS BEEN INFORMED OF OR IS AWARE OF THE POSSIBILITY OF ANY SUCH DAMAGES IN ADVANCE.

THE LIMITATIONS SET FORTH ABOVE SHALL BE DEEMED TO APPLY TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW AND NOTWITHSTANDING THE FAILURE OF THE ESSENTIAL PURPOSE OF ANY LIMITED REMEDIES AVAILABLE TO THE RECIPIENT. THE RECIPIENT ACKNOWLEDGES AND AGREES THAT THE RECIPIENT HAS FULLY CONSIDERED THE FOREGOING ALLOCATION OF RISK AND FINDS IT REASONABLE, AND THAT THE FOREGOING LIMITATIONS ARE AN ESSENTIAL BASIS OF WI-SUN PERMITTING ACCESS TO THE WI-SUN LOGOS AND MARKS. RECIPIENT FURTHER ACKNOWLEDGES AND AGREES THAT WI-SUN WOULD NOT HAVE PROVIDED THE RECIPIENT WITH ACCESS TO THE WI-SUN LOGOS AND MARKS UNLESS THE RECIPIENT FULLY AGREED TO THE LIMITATIONS SET FORTH ABOVE. RECIPIENTS' SOLE AND EXCLUSIVE REMEDIES AND EXCLUSIVE LIABILITIES ARE SET FORTH IN THE AGREEMENT.

Third Party Rights. Use of certain elements of the Wi-SUN Logos and Marks may be subject to third party intellectual property rights, including without limitation, trademark and copyright rights. Wi-SUN is not responsible and shall not be held responsible in any manner for identifying or failing to identify any or all such third party intellectual property rights.

General. If any provision of the Agreement is found by a court of competent jurisdiction to be invalid or unenforceable, such invalidity or unenforceability shall not invalidate or render unenforceable any other part of the Agreement, but the Agreement shall be construed as not containing the particular provision or provisions held to be invalid or unenforceable. No delay or omission by either party to exercise any right
occurring upon any noncompliance or default by the other party with respect to any of the terms of the Agreement shall impair any such right or power or be construed to be a waiver thereof. A waiver by either party of any of the covenants, conditions or agreements to be performed by the other shall not be construed to be a waiver of any succeeding breach thereof or of any covenant, condition or agreement herein contained. Nothing set forth in the Agreement shall be deemed or construed to render the parties as joint ventures, partners or employer and employee. The Agreement, together with any documents referenced herein, sets forth the entire, final and exclusive agreement between the parties as to the subject matter hereof and supersedes all prior and contemporaneous agreements, understandings, negotiations and discussions, whether oral or written, between the parties. The Agreement may be modified only pursuant to a writing executed by authorized representatives of Wi-SUN and Recipient. The Agreement, and all the rights and duties of the parties arising from or relating in any way to the subject matter of the Agreement or the transaction(s) contemplated by it, shall be governed by, construed and enforced in accordance with the laws of the State of California (excluding any conflict of law’s provisions of the State of California that would refer to and apply the substantive laws of another jurisdiction). RECIPIENT CONSENTS TO THE EXCLUSIVE PERSONAL JURISDICTION OF THE LAWS OF JAPAN.

Authorized Signature: _____________________       Date:________________________