

Trademark Policy

Last updated: October 5th, 2020

Ronovatec reserves the right to change the terms of this Policy or any guidelines at any time, in its sole discretion, by posting the updated Policy or guidelines to the Ronovatec website. To ask any questions about this Policy or to report any unauthorised use of Ronovatec Marks, please email info@ronovatec.com.

This Policy covers general rules for referring to Ronovatec and using its trademarks, service marks, and logos (collectively, "Ronovatec Marks").

The following is a non-exhaustive list of Ronovatec Marks:

- RoviMo®
- Ronovatec
- Ronovatec AG

1. General Rule: Permission Required

As a rule, a trademark license is required in order to use Ronovatec Marks. Except for the three exceptions outlined below, this Policy does not count as “permission to use” any trademarks, and there are no “open source” pre-approved use cases. To request permission to use any Ronovatec Mark, please email info@ronovatec.com.

2. Exceptions

Without a separate trademark license:

- You may use Ronovatec Marks in text for the sole purpose of referring to or describing Ronovatec’s website, products, and services. For example: if you have a product or service that is compatible with the RoviMo® platform, you may use “RoviMo®” to describe the compatibility, such as “runs on,” “for use on,” or “compatible with” the RoviMo® platform.
- You may not use “Ronovatec” or the “RoviMo®” word mark or any other Mark in a website domain. For example:
 - rovimo.yourdomain.org
 - ronovatec.yourdomain.com
 - yourdomain.com/rovimo

3. Specifications for Use

All uses of Ronovatec Marks must comply with the applicable trademark guidelines and also:

- Identify the RoviMo® mark as a registered trademark ®

The above-listed Ronovatec Marks are registered by Ronovatec in a number of countries around the world. For the first and most prominent usage of the above- listed Ronovatec Marks in any context, use ® as a notice to third parties of Ronovatec’s rights in these Ronovatec Marks. (Later uses on that same website, document, or other material do not need to be marked.

- Include a trademark attribution statement.

If an Ronovatec Mark appears on your website, document, or other material, add the following attribution statement that identifies Ronovatec as the trademark owner: “RoviMo® is a registered trademark of Ronovatec AG. All Rights Reserved.”

The statement must be in a legible font and size at the bottom of your website or the end of your advertisement or publication. Additionally, any use of the Ronovatec logos on a website must include a live link to the Ronovatec website.

- Use Ronovatec Marks only as adjectives.

Trademarks are adjectives, and a Ronovatec Mark should be used only to describe the Ronovatec website, products, or services to which the trademark applies — for example, the “RoviMo® platform”.

- Use Ronovatec Marks less prominently than your own.

Except where otherwise expressly permitted by Ronovatec, any use of an Ronovatec Mark must appear less prominent than your own product or service name.

- Do NOT change the spelling or appearance of any Ronovatec Marks.

Do not abbreviate, hyphenate, create acronyms; change the spelling, capitalisation, or appearance; add or delete any words or spacing; change any colour or proportion; or otherwise modify the logo or design of an Ronovatec Mark in any way. Only use an approved logo rendition as provided by Ronovatec.

- Do NOT use or register a domain name with any Ronovatec Marks.

Your domain names may not include any Ronovatec Marks or other words that are confusingly similar to any Ronovatec Mark. Examples of unacceptable domains include:

- rovimmo.yourdomain.org
- ronovatec.yourdomain.com
- yourdomain.com/rovimo

- Do NOT use any Ronovatec Marks as your own.

You may not use, incorporate, combine, or register in whole or in part any Ronovatec Mark - or any word or design that is confusingly similar to a Ronovatec Mark - as part of (or with) your own company names, trade names, trademarks, service marks, or logos; your product or service brand names or titles for sales reps or other staff; your internet keywords or metatags; or your trigger words to lead to a website or other Internet destination, product, business, or service.

- Do NOT imply any Ronovatec endorsement or sponsorship.

Without the express prior written consent of Ronovatec, you may not use any Ronovatec Marks to imply an affiliation with Ronovatec or any approval, sponsorship, or endorsement by Ronovatec of your company, website, products, or services.

- Do NOT use Ronovatec Marks in any way that damages Ronovatec.

You may not use Ronovatec Marks in a manner that disparages Ronovatec, its products or services, or the Ronovatec community or damages Ronovatec's brand integrity, including use of any Ronovatec Marks in a manner that is offensive, defamatory, illegal, or unethical.

The above specifications are not a comprehensive list of approved or unauthorised uses of Ronovatec Marks. If Ronovatec determines at any time, in its sole discretion, that your use of any Ronovatec Mark violates this Policy, any trademark guidelines or is otherwise unacceptable or detrimental, Ronovatec may revoke permission, and you must immediately cease all use of the Ronovatec Mark.

4. TRADEMARK GUIDELINES

The RoviMo® brand is one of our most valuable assets. It is essential that Ronovatec prevent unauthorised and inappropriate use of the RoviMo® brand in order to ensure that the brand remains a reliable indicator of source and quality.

These trademark guidelines provide general guidance on our policies relating to the Ronovatec trademarks and are aimed at keeping communications regarding Ronovatec consistent, unique and compelling.

All use of the Ronovatec trademarks is subject to compliance with Ronovatec's Trademark Policy and, as applicable, your specific license from Ronovatec.



5. The Ronovatec Logo



5.1. Logo Lockups

The Ronovatec logo can be paired with the ronovatec.com URL. Do not pair your logo above or below the Ronovatec logo.

5.2. Coloured Backgrounds

Use the white version of the logo when you are using a dark or vibrantly coloured background.

Do not use the white version of the logo on light colours.

Use the colour logo on a white background, in full colour, whenever possible.

Minimum width of the Ronovatec logo should be 30mm.



5.3. Misuses of the Logo

- Do not squash, stretch, tilt, add a shadow or glow, or change the typeface of the logo.
- Do not change the colours of the logo to any colour that is not specified in these guidelines. Do not add loud or noisy backgrounds, or coloured backgrounds with colours that look similar to the colours of the logo.

5.4. Logo scale

Always scale the logo proportionally. Minimum width of the logo should be 30mm.

5.5. How to Write RoviMo® Copy

- Always capitalise the “M” in the RoviMo® trademark.
- Do not otherwise vary the appearance of any Ronovatec trademark by abbreviating it, hyphenating it, incorporating it into acronyms, or changing its spelling or spacing.

5.6. Ronovatec

- Always use the Ronovatec and RoviMo® trademarks as an adjective. Except when you use “Ronovatec” as a trade name, never use the Ronovatec trademark as a noun, a verb or in the possessive form.
- Always follow the RoviMo® trademark with a lowercase noun.

5.7. How to Write Ronovatec® Copy Using the ® symbol:

The first or most prominent use of the RoviMo® trademark in any copy, document, marketing collateral, web page, etc., must be immediately followed by the ® registration symbol.

“Ronovatec” functions not only as a trademark and service mark identifying goods and services offered by Ronovatec Inc., but also as a trade name or company name referring to Ronovatec AG. When used as a trade name, “Ronovatec” should not be followed by the ® registration symbol or accompanied by an attribution statement.

All uses of the RoviMo® trademark must identify the mark as being a trademark of Ronovatec AG. with the proper attribution statement. At the bottom of your website, or the end of your advertisement or publication, include the following text in a legible font and size:

RoviMo® is a registered trademark of Ronovatec AG. All Rights Reserved.