

# Rosetta Stone<sup>®</sup> Trademarks Usage Guidelines

## Introduction

The award-winning Rosetta Stone language learning software delivers the most engaging language learning experience in the market today. Throughout the world, our trademarks identify our products so that consumers know they are buying high-quality Rosetta Stone products and services. Rosetta Stone has gained valuable rights by the proper and continuous usage of trademarks to identify its goods and services. If a trademark is used improperly, its value can become diluted or generic. Properly using our trademarks by following these trademark usage guidelines protects and preserves the value of our trademarks and the Rosetta Stone brand.

These guidelines are for Rosetta Stone licensees, authorized resellers, customers, and other parties wishing to use Rosetta Stone trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their websites, products, labels, or packaging.

## What is a trademark?

A trademark is a word, name, symbol, device, design, phrase, sound, or color adopted and used by Rosetta Stone to identify its goods and services and to distinguish them from other goods and services. Trademarks are usually noted with either a <sup>TM</sup> or a <sup>®</sup> symbol. In the United States, a trademark that is noted by a <sup>TM</sup> has not been registered with the United States Patent and Trademark Office and a trademark noted with a <sup>®</sup> has been registered with the United States Patent and Trademark Office. Trademarks, however, may also be registered internationally and each country has different laws regarding the proper notation of trademarks.

## **Unless expressly authorized, use of Rosetta Stone trademarks is prohibited.**

Rosetta Stone trademarks, service marks, trade names, and trade dress are owned by Rosetta Stone Ltd. (the "Company"). The goodwill derived from using any part of a Rosetta Stone trademark exclusively inures to the benefit of and belongs to Rosetta Stone.

By following these usage guidelines, you help us protect our valuable trademark rights and strengthen our corporate and brand identities. By using a Rosetta Stone trademark, in whole or in part, you are acknowledging that Rosetta Stone is the sole owner of the trademark and promising that you will not interfere with the Company's rights to the trademark, including challenging usage, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any Rosetta Stone trademark. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

## **Authorized Use of Rosetta Stone Trademarks**

**1. Advertising, Promotional, and Sales Materials:** Only Rosetta Stone and its authorized resellers and licensees may use the Rosetta Stone logos and icons in advertising, promotional, and sales materials. Rosetta Stone authorized resellers may use Rosetta Stone logos and icons only as specified in their reseller agreement and such use must always be in conjunction with the appropriate terms that define the relationship authorized by their contract with Rosetta Stone (e.g., authorized reseller).

**2. Requests:** If you wish to use a Rosetta Stone logo and/or icon and are a Rosetta Stone authorized reseller, please contact your regular Rosetta Stone contact who should work directly with the Rosetta Stone Marketing Department. If you do not have a regular contact, please forward the required summary below to [amead@RosettaStone.com](mailto:amead@RosettaStone.com).

A written summary setting forth: (a) your name and your company's name; (b) contact information including phone number, fax number, email address and mailing address; (c) the specific Rosetta Stone logo and icon that you wish to use; (d) background information on your company, detailing any relationship with Rosetta Stone; (e) the names of any Rosetta Stone contacts; (f) a description of your proposed use of the logo and icon, including why you want to use the them, where they would appear, the duration and geographical extent of the proposed use, how they would be displayed relative to your corporate name and logo, and whether the Rosetta Stone logo and icon would be one of various trademarks appearing; (g) a description of the involvement a Rosetta Stone trademark would have in any program or project in which you propose to use such mark; and (h) any previous correspondence you have had with Rosetta Stone regarding this trademark request.

Following submission, Rosetta Stone will evaluate the request and contact you if additional information is necessary. You will then be notified whether the request is approved. If approval is granted, you will be sent formal written authorization to use the logo and/or icon.

## **Unauthorized Use of Rosetta Stone Trademarks**

### **1. Company, Product, or Service Name:**

Rosetta Stone, Rosetta World, or any other Rosetta Stone trademark, including Rosetta Stone-owned graphic symbols, logos, icons, or an alteration thereof, must be used independently. They may not be used as or as part of another company name, trade name, product name, or service name except as specifically noted in these guidelines.

### **2. Rosetta Stone Logo and Rosetta Stone-owned Graphic Symbols:**

Rosetta Stone logos or icons or any other Rosetta Stone-owned graphic symbols, logos, or icons may only be used on or in connection with web sites, products, packaging, manuals, promotional/advertising materials, or for any other purpose pursuant to an express written trademark license from Rosetta Stone, such as set out in a reseller agreement.

### **3. Variations, Takeoffs or Abbreviations:**

A variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of a Rosetta Stone trademark may not be used for any purpose.

Potentially confusing variations of the Rosetta Stone trademarks, as all or part of your company, product or service names, may not be used for any purpose.

Changing the color, font or the logo, taking them apart, combining them with any other words or graphics, translating them, changing their proportions, animating them or otherwise altering them in any way, is prohibited.

### **4. Disparaging Manner:**

Using a Rosetta Stone trademark or any other Rosetta Stone-owned graphic symbol, logo, or icon in a disparaging manner is prohibited.

**5. Endorsement or Sponsorship:** Using Rosetta Stone, Rosetta World, or any other Rosetta Stone trademark, including Rosetta Stone-owned graphic symbols/logos, or icons, in a manner that would imply the Company's affiliation with or endorsement, sponsorship, or support of a third party product or service, is prohibited.

**6. Merchandise Items:** Offering merchandise items, such as T-shirts and mugs, bearing Rosetta Stone, Rosetta World or any other Rosetta Stone trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from Rosetta Stone, is prohibited.

**7. Rosetta Stone Trade Dress:** Imitating the distinctive Rosetta Stone packaging, web site design, logos, icons, or typefaces, is prohibited.

**8. Slogans and Taglines:** Imitating a Rosetta Stone slogan or tagline, such as: "The Fastest Way to Learn a Language. Guaranteed", is prohibited.

**9. Business Cards:** Using Rosetta Stone trademark on your business cards is prohibited.

### **Rules for Proper Use of Rosetta Stone Trademarks**

1. Logos may generally be used in your advertising and marketing materials to refer to the Rosetta Stone products for the purpose of promoting those products. For instance, an authorized reseller can note in its promotional materials that it is selling the Rosetta Stone language learning product.
2. When you use a Rosetta Stone logo, it needs to be clear that that Rosetta Stone is the source of the offering.
3. Materials on which you use the Rosetta Stone logos must clearly indicate that you are independent from Rosetta Stone. All materials displaying the logos must display them in a subordinate manner to your company name/logo.
4. All materials that include a Rosetta Stone logo must also include the following trademark credit line:  
**"Rosetta Stone and Rosetta World are registered trademarks and/or trademarks of Rosetta Stone Ltd. and/or its affiliates in the United States and/or other countries."**
5. You must use artwork supplied by Rosetta Stone and follow the graphic standards for use of the Rosetta Stone logos as set out in this document (including color, size, placement and clearspace guidelines). Registration and trademark symbols are used with our trademarks in all headers and in the first usage of the trademark within the body text. Please refer to the following list for clarity.

Rosetta Stone®

Rosetta World®

RosettaStone.com™

RosettaWorld.com™

Dynamic Immersion™

The Fastest Way to Learn a Language. Guaranteed.™

Contextual Formation™

Adaptive Recall™



RosettaStone

RosettaWorld



Language Learning Success™

6. We also require that the trademarks be used in whole, not split, truncated between separate lines of text, or reformatted in headers. In addition, our trademarks should also not be used as possessives.

### **Additional Information**

If you have any questions regarding these guidelines, please talk to your Rosetta Stone representative or contact:

Legal Department  
Rosetta Stone  
135 West Market Street  
Harrisonburg, VA, 22801 USA  
Tel. 1 (540) 432-6166  
Fax: 1 (540) 432-0953

These guidelines are not intended to be a definitive or complete statement of proper trademark usage. Rosetta Stone reserves the right to object to any use of Rosetta Stone trademarks that Rosetta Stone deems unlawful in the circumstances, even if that use is not expressly prohibited by these guidelines. Further, Rosetta Stone reserves the right to revise these guidelines at any time without notice.