

# **TRADEMARK USAGE GUIDELINES**

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# SUMMARY

These Trademark Usage Guidelines (the "Guidelines") set forth the rules for using or referring to the trademarks and service marks owned by Pure Storage, Inc. or its subsidiaries and affiliates ("Pure Storage"). For the purposes of these Guidelines, "Pure Storage Trademark(s)" shall include all registered or unregistered trademarks and service marks (such as words, names, symbols, devices, slogans, or combination of these) owned by Pure Storage, Inc.

Pure Storage values its trademarks and service marks and considers them to be among its most valuable intellectual property assets. As such, your right to use any Pure Storage trademarks and service marks, may in our sole discretion be terminated at any time. Pure Storage intends to take all appropriate measures to preserve the strength of and retain its exclusive rights to use its marks. Pure Storage asks that you assist us by following our Trademark Usage Guidelines. If you have any questions about our Trademark Usage Guidelines, please direct them to [legal@purestorage.com](mailto:legal@purestorage.com).

# UNAPPROVED USE

1. **Do Not Use Pure Storage Trademarks as the Name of Your Company, Products, Services, or as a Domain Name.** You may not use or register in any jurisdiction, whether foreign or domestic, any Pure Storage Trademark as all or part of your company, product, or service name in a manner that is likely to create confusion as to any Pure Storage sponsorship, affiliation or endorsement of your company, product, or service, or that may dilute the Pure Storage Trademark. Similarly, You may not use or register in any jurisdiction, whether foreign or domestic, a domain name that incorporates any Pure Storage Trademark in bad faith or in a manner that is likely to create confusion as to Pure Storage's sponsorship, affiliation or endorsement of your company, product, or service.
2. **Do Not Use Pure Storage Logos Without Permission.** You may not use any Pure Storage logo unless you have an agreement with or express written consent from Pure Storage authorizing such use.
3. **Do Not Use Pure Storage Trademarks In False Or Misleading Advertising.** Advertising for Pure Storage or its products or services offered under the Pure Storage Trademarks must not be false or misleading in any way and must not be in violation of any applicable law, municipal ordinance, or administrative agency regulation of any country.
4. **Do Not Use Pure Storage Trademarks In Objectionable Material.** You may not use Pure Storage Trademarks on or in connection with any defamatory, scandalous, pornographic, or other objectionable materials of any sort.
5. **Do Not Use Pure Storage Trademarks To Disparage Pure Storage.** You may not use Pure Storage Trademarks, logos or brand to disparage Pure Storage, its products or services, or in a manner that, in our reasonable judgment, may diminish or otherwise damage the reputation of Pure Storage or the goodwill in the Pure Storage Trademarks.

# PERMISSIBLE USE

- 1. Use the Pure Storage Trademarks to Refer to Pure Storage Products or Services.** With the exception of the Pure logos (the use of which must be expressly authorized by Pure Storage), you generally may use the Pure Storage Trademarks to refer to the Pure Storage products or services in advertising, promotional, and sales materials, as long as you are authorized to sell or promote the Pure Storage products or services under a fully executed valid Pure Storage license agreement. Contact your Pure Storage representative to confirm.
- 2. Use the Pure Storage Trademarks to Indicate a Relationship with Pure Storage Products.** You may indicate the relationship of your products and services to the Pure Storage products or services by using an accurate referential phrase in connection with your product or service, for example, "for use with the Pure Storage FlashBlade™ hardware and software" or "compatible with the Pure Storage FlashBlade™ product" provided that: (a) the Pure Storage Trademark appears less prominent than the product or service name; (b) the Pure Storage Trademark is not a part of or incorporated in your product or service name; and (c) the referential phrase is accurate and complies with the requirements set forth in the license agreement you or your company have with Pure Storage.

# PROPER USE

Proper usage of Pure Storage Trademarks is important for their continued protection. Proper usage aids consumers who depend upon all Pure Storage goods and services and helps prevent Pure Storage Trademarks from losing their distinctiveness and becoming generic. Licensees of Pure Storage Trademarks may have different rules of usage set forth in their license agreement, in which case Licensees should follow those guidelines.

<p><b>1. Set Pure Storage Trademarks Apart from Surrounding Text</b>                  When a Pure Storage Trademark is used in a non-stylized form, such as in the body text of an advertisement, it should be set apart and distinguished from the other words in the text. In order to do this, the Pure Storage Trademark may be rendered in boldface type, italics, capital letters, underscored, or set in quotation marks.</p>	
<p><b>Correct Example</b>                  “A variety of resellers and distributors sell the Pure Storage FlashBlade™ product.”</p>	<p><b>Incorrect Example</b>                  “A variety of resellers and distributors sell the pure storage flashblade™ product”</p>
<p><b>2. Use Pure Storage Trademarks as Adjectives</b>                  Trademarks are adjectives and should be followed by the generic term they modify, such as "product," "hardware," or "software." <b>Never use a trademark as a noun, a verb, or in the possessive form.</b></p>	
<p><b>Correct Example</b>                  The Pure Storage FlashBlade™ product</p>	<p><b>Incorrect Example</b>                  The Pure Storage FlashBlade™ can help you</p>

can help you transform your business with flash performance.	transform your business with flash performance.
<b>3. Do Not Abbreviate or Alter the Spelling of Pure Storage Trademarks</b> You should not vary the appearance of Pure Storage Trademarks by abbreviating them, incorporating them into acronyms, changing their spelling, or using improper capitalization.	
<b>Correct Example</b> Pure Storage Pure Storage FlashBlade™ product	<b>Incorrect Example</b> pure storage PSFA
<b>4. Use the Proper Trademark Symbol</b> A Pure Storage Trademark should appear with the proper trademark symbol. In written materials, the appropriate symbol must be used with the first or most prominent appearance of the Pure Storage Trademark in headlines and the first time the Pure Storage Trademark appears in body text. This appropriate symbol also should be used on each subsequent page if the topic is different or if the pages can be separated and distributed independently. If the materials, product packaging, or web page includes a properly licensed Pure Storage logo, which already includes the appropriate trademark symbol, it is not necessary to include a trademark symbol after the "Pure Storage" name in the text in that material, product packaging, or web page.	
<b>Correct Example</b> Pure Storage FlashBlade™ product	<b>Incorrect Example</b> Pure Storage FlashBlade product™
<b>5. Use the Proper Trademark Attribution Statement</b> All marketing collateral, advertisements, product packaging, web pages, manuals, and studies that include Pure Storage Trademarks also must include the proper trademark attribution statement crediting ownership of the Pure Storage Trademarks to Pure Storage, Inc. Typically, the attribution statement is displayed at the end of the material, in the footer of the document, or on the back of a document, video or packaging.	
<b>Correct Trademark Attribution Statement</b> Pure Storage, the Pure Storage Logo and all other Pure Storage marks are trademarks or registered trademarks of Pure Storage, Inc. or its affiliates in the U.S. and other countries. Other names may be trademarks of their respective owners.	

## USAGE RULES FOR PURE STORAGE AS A TRADE NAME

"Pure Storage" functions not only as a trademark mark and service mark identifying goods and services offered by Pure Storage, Inc., but also as a trade name or company name referring to Pure Storage, Inc. Trade names are nouns and, therefore, should not be followed by a generic descriptor and may be used in the possessive form.

When used as a trade name, "Pure Storage" should not be followed by a trademark symbol. Within documents, the first reference to the trade or company name should be "Pure Storage, Inc." "Pure Storage" can be used for subsequent references.

## USAGE RULES FOR PURE STORAGE LOGOS

You may not use any Pure Storage logo unless you have an agreement with or express written consent from Pure Storage authorizing such use. In the event that you are authorized to use a Pure Storage logo, the use must comply with these additional guidelines (or the usage guidelines set forth in your license agreement, if those guidelines differ), and the Pure Storage Branding Guidelines.

<b>Use Only the Approved Master Artwork</b>	The Pure Storage logos are single, standalone pieces of artwork. When reproducing the logos, use only the master artwork provided by Pure Storage. Do not alter or distort the appearance of the logo in anyway, for example, by adding your own design elements or colors or changing the font. The logo must always look sharp, clean, and well produced.
<b>Allow a Minimum Clear Space Around any Pure Storage Logo</b>	Always allow for a minimum clear space around any Pure Storage logo. Never violate the clear space with any graphic elements, words or charts.
<b>Maintain Legibility</b>	Never reproduce any Pure Storage logo in a manner that causes the logo to become illegible or blurry, which may happen if the logo is reproduced too small.
<b>Do Not Use Pure Storage Logos As A Decorative Device</b>	Do not use any Pure Storage logos for purely decorative purposes in any marketing collateral, packaging, or web site without the express written permission of Pure Storage.

## MISUSE OF PURE STORAGE TRADEMARKS BY OTHERS

If you learn of any uses of any trademarks that are confusingly similar to the Pure Storage Trademarks, please notify Pure Storage by sending an e-mail to [legal@purestorage.com](mailto:legal@purestorage.com). Similarly, if you become aware of any use of a Pure Storage Trademark that violates any of the rules described above, including failure to identify Pure Storage Trademarks as belonging to Pure Storage, Inc., please notify us at [legal@purestorage.com](mailto:legal@purestorage.com). If possible, please provide a copy of the article or other medium in which the trademark violation appeared. Thank you for being purely loyal!