

COPYRIGHT POLICY

Pure Storage, Inc. (“Pure”) respects the intellectual property rights of others and expects the same in return. This includes respecting copyrighted works. Below is some helpful information regarding copyrights and the process to send Pure a Notice of Copyright Infringement. If you have any questions, please email copyrights@purestorage.com.

WHAT IS A COPYRIGHT?

Copyright law protects “original works of authorship fixed in a tangible medium of expression.” Examples of copyrighted works include source code, music, collateral, videos, photos, web content, manuals, papers, signage, etc. There is also a copyrighted work called a “derivative work.” A derivative work is based upon a pre-existing work in which the pre-existing work is changed, condensed, recast, transformed, adapted, or embellished.

WHAT IS COPYRIGHT INFRINGEMENT?

Copyright infringement occurs when any one or more of the following rights is violated: (1) reproduction; (2) adaptation; (3) distribution to the public; (4) performance in public; or (5) display in public. Copyright infringement can also take place when a new or modification of an existing work, known as a derivative work, is created from a copyrighted work. If the preexisting or underlying work is protected by copyright law, one who wishes to exploit the derivative work must obtain a license from the owner of the copyright in the underlying work or works. Given this, any modification of any Pure copyrighted works without explicit permission could constitute infringement.

PURE COPYRIGHT POLICY

You may not make any unauthorized reproduction or engage in distribution of any Pure copyrighted works, which include, but are not limited to copyrighted works such as computer software (including source and object code), publications, books, online curricular, web content, diagrams, videos, audio publications, photos, testing materials, exams, text, images, and graphics published by Pure or any third party Pure partner or customer in any format. It is Pure’s policy to enforce its copyrights against any third party infringer. To ensure that you do not infringe on any Pure or third party Pure partner or customer copyrighted works, do not, without express written permission from Pure, engage in any of the following:

- 1) Do not directly or indirectly copy, reproduce, or distribute any Pure copyrighted works (including webpages) or any part of the text or graphics from those works without written permission from Pure.
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- 3) Do not copy, reproduce, or modify source code or object code of any Pure product.
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- 5) Do not create any materials that look as though they originated from or are endorsed by Pure.
- 6) Do not imitate the color or visual appearance of Pure copyrighted works and/or products.
- 7) Do not distribute any Pure copyrighted works via sale, rental, internet search engines, or other dispositions.

SUBMITTING A NOTICE OF COPYRIGHT INFRINGEMENT TO PURE (DMCA NOTICE)

Pure has designated a copyright agent to receive notices of claimed copyright infringement pursuant to the Digital Millennium Copyright Act (17 U.S.C. § 512). If you believe in good faith that your copyright has been infringed, you may send Pure a Notice of Copyright Infringement using the example notice below and email it to copyrights@purestorage.com. If you do not have access to email, please send a hardcopy notice to: Pure Storage, Inc. ATTN: Copyright Agent (Legal), 650 Castro Street, Mountain View, CA 94041 USA.

EXAMPLE NOTICE OF COPYRIGHT INFRINGEMENT

Pure Storage, Inc. – ATTN: Copyright Agent (Legal)
650 Castro Street, #400
Mountain View, CA 94041
copyrights@purestorage.com

I, _____ declare, UNDER PENALTY OF PERJURY, that I am the owner, or an agent authorized to act on behalf of the owner, of the copyrighted work described below:

Copyrighted Work and Location:

(Please identify in detail the copyrighted work that you claim has been infringed upon and include the URL to all websites if applicable)

Copyright Registration Number (if applicable):

Copyright Registration Owner Information:

(If a company is the copyright holder, please provide the name and website)

Additional Information:

I have good faith belief that the disputed use is not authorized by the copyright owner, its agent, or the law; and made under penalty of perjury, that the information in my notice is accurate and that I am the copyright owner or authorized to act on the copyright owner's behalf. By submitting this Notice via email and/or hardcopy, I confirm that I have read and understand the contents of the Notice of Copyright Infringement.

*Sincerely,
Copyright Holder Name &
Contact Information*

Please note that whether or not Pure disables access to or removes unauthorized uses of copyrighted content, Pure may make a good faith attempt to forward the written notification, including the complainant's contact information, to the person who posted the content and/or take other reasonable steps to notify the person that Pure has received notice of an alleged violation of intellectual property rights or other content violation. It is also our policy, in appropriate circumstances and in our discretion, to disable and/or terminate the accounts of people, or groups, who infringe or repeatedly infringe the rights of others or otherwise post unlawful content.

SUBMITTING A COUNTER-NOTICE CLAIM TO PURE REGARDING COPYRIGHT INFRINGEMENT

If you believe that a Notice of Copyright Infringement has been improperly submitted against you, you may submit a Counter-Notice, pursuant to Sections 512(g)(2) and (3) of the Digital Millennium Copyright Act to Pure's Copyright Agent at copyrights@purestorage.com or mail a hardcopy notice to the Pure mailing address specified above. Using a similar format to the example above, please include the following information in your Counter-Notice:

- 1) Your physical or electronic signature;
- 2) Identification of the material removed or to which access has been disabled;
- 3) A statement under penalty of perjury that you have a good faith belief that removal or disablement of the material was a mistake or that the material was misidentified;
- 4) Your full name, your email address, your mailing address, and a statement that you consent to the jurisdiction of the Federal District court (i) in the judicial district where your address is located if the address is in the United States, or (ii) located in the Northern District of California (Santa Clara County), if your address is located outside the United States, and that you will accept service of process from the complainant submitting the notice or his/her authorized agent.

ADDITIONAL IMPORTANT COPYRIGHT INFORMATION

1) Any Notice of Copyright Infringement or Counter-Notice you submit must be truthful and must be submitted under penalty of perjury. A false Notice of Copyright Infringement or Counter-Notice may give rise to personal liability. Given this, you may want to seek the advice of your own attorney before submitting a notice or a counter-notice.

2) Copyright laws vary from country to country. For more information on copyright law, you can visit the [U.S. Copyright Office](#) or the [World Intellectual Property Organization \(WIPO\)](#) sites. Pure cannot provide you with legal advice, so you may want to speak with your own attorney if you have more questions about copyright.

3) Please note that the DMCA Notices of Copyright Infringement and Counter-Notices are only accepted to address copyright infringement claims and are not the proper method to report other legal claims such as trademark, defamation, privacy or violations of community guidelines, terms of use, etc. If you have a non-copyright question or concern, please contact legal@purestorage.com.

4) Once Pure gives you written permission to use our copyrighted works, and if Pure does not send you a specific legal disclaimer (e.g. copyright notice & trademark language), please use the following copyright notice on all Pure original copyrighted works in such a way as to give reasonable notice to Pure's copyright ownership:

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International: © 2018 Pure Storage, Inc. All rights reserved.

Thank you for respecting Pure's copyrighted works. Questions? copyrights@purestorage.com.