

# Proposed Revision

## Guidelines for Eclipse Logos & Trademarks

**June 17, 2009**

### **Purpose:**

The Eclipse Foundation and Eclipse projects have created a number of trademarks and logos to identify the Eclipse community and individual Eclipse projects. In addition to the 'Eclipse' trademark, the Eclipse Foundation has introduced seven trademarks and logos:

- 'Eclipse Foundation Member',
- 'EclipseCon',
- 'Eclipse Summit'
- 'Built on Eclipse',
- 'Eclipse Ready',
- 'Eclipse Incubation' and
- 'Eclipse Proposal's.

Individual Eclipse projects and Eclipse Working Groups have also introduced unique names that are considered trademarks and logos. This document outlines the policy and guidelines of the Eclipse Foundation in regards to these trademarks and logos.

Our goals in establishing these guidelines are pretty simple:

- The Eclipse trademarks are a symbol of the quality and community support that people have come to associate with Eclipse. To ensure that the Eclipse trademarks continue to serve these functions, we need to keep some element of control over their use. Along these lines, we want to ensure that the use of our marks not likely to lead to confusion with other marks. By this we mean that people should be able to tell when something is from the Eclipse Foundation or one of the Eclipse projects. Also, use of our marks should not be in a disparaging manner because we prefer that our marks not be used to be rude about the Eclipse technology, the Eclipse Foundation, its projects, or its Members.
- We want to encourage our logos to be used in approved ways. So, for example, we want to make it as simple as legally possible for our Members to use the 'Eclipse Foundation Member' mark. If you want to use an Eclipse Foundation

logo in a way not explicitly explained in these Guidelines, then ask us by sending an email to [license@eclipse.org](mailto:license@eclipse.org).

## **Proper Usage of "Eclipse" trademark**

1. You may not incorporate the 'Eclipse' trademark into the name of your company or software product name. If you have a software product that works with Eclipse, it is suggested you use terms such as '<product name> for Eclipse' or '<product name>, Eclipse Edition'
2. It is acceptable to include the Eclipse trademark in the name of a publication, certification program, domain name or book. However you must ensure that a) the appropriate TM symbol is associated with the 'Eclipse' reference and appropriate attribution as discussed below, b) 'Eclipse' is not concatenated with another word, e.g., EclipseBoard, and c) the usage does not imply or make the user believe that the publication, domain name or book is supported or authorized by the Eclipse Foundation.
3. An important use of the 'Eclipse' trademark is the 'org.eclipse' string used on all namespaces for Eclipse open source projects. This naming convention is used to identify code that has been developed as an Eclipse open source project. Therefore, we request that no one, except Eclipse open source projects, develop or maintain software packages that use 'org.eclipse' in their namespace.
4. 'Eclipse' should always be capitalized, except when used as part of the Eclipse logos.
5. We realize these guidelines are being introduced at a point in time when some companies and individuals already have product names that include the 'Eclipse' trademark. Companies and individuals using the 'Eclipse' trademark as of February 1, 2005 will not be required to change their already existing product names to comply with these guidelines now or in the future. However, we do request that these companies and individuals give proper notice and attribution of the 'Eclipse' trademark and that any new product name will follow these guidelines.

## **Proper Usage of "Eclipse Foundation Member" Logo**

The 'Eclipse Foundation Member' logo is to identify those organizations and individuals that are official members of the Eclipse Foundation, including 1) Strategic Members, 2) Enterprise Members, 3) Solutions (formerly Add-in Provider)Members, 4) Associate, and 5) Committer Members. Only official members of the Eclipse Foundation are authorized to use this logo.

## **Proper Usage of "Built on Eclipse" Trademark and Logo**

The 'Built on Eclipse' trademark is used to identify a product that includes the core Eclipse Platform, specifically the runtime, SWT, JFace, and Generic Workbench components. This type of product is able to run standalone with no prerequisites of other Eclipse components.

### **Proper Usage of "Eclipse Ready" Trademark and Logo**

The 'Eclipse Ready' trademark and logo is used to identify a product that is packaged as an Eclipse feature or plug-in and must be added to an Eclipse platform product. This type of product does not run standalone.

### **Proper Usage of "Eclipse Incubation" and "Eclipse Proposals" Trademarks and Logos**

The 'Eclipse Incubation' and 'Eclipse Proposals' Trademarks and Logos are for use **exclusively** by the Eclipse Foundation and the Eclipse projects. Only the Eclipse Foundation is authorized to use these trademarks and logos. All other use -- even by Eclipse Foundation Members -- is prohibited.

### **Proper Usage of Eclipse Project Names and Logos**

The Eclipse Project Naming Policy allows for Eclipse projects to have a descriptive name, optional nickname and acronym. These names, e.g., Higgins, and acronyms, e.g., BIRT, can become effective identifiers of certain technologies, therefore it is important to establish proper usage guidelines. All project names, nicknames and acronyms are, to the extent possible, trademarks of the Eclipse Foundation and should be identified as such. (Please see proper notice and attribution below)

Note: The Eclipse Foundation holds the trademarks for the project names and logos on behalf of, and for the benefit of, the Eclipse projects. The individual projects are not separate legal entities and thus not able to hold trademarks individually. The Eclipse Foundation is a legal entity and thus holds the trademarks on behalf of the projects.

1. All Eclipse projects should be identified as being Eclipse projects. Therefore, when referencing an Eclipse project, we ask that the first reference to the project is identified as Eclipse [project name], ex Eclipse Graphical Modeling Framework (GMF) or in the case of a project name that already includes Eclipse, Eclipse Communication Framework (ECF). Subsequent references may drop the Eclipse identifier.
2. You may not incorporate the name of an Eclipse project, nickname or acronym into the name of your company or software product name. If you have a software product that works with an Eclipse project, it is suggested you use terms such as '<product name> for <Eclipse project name>' or '<product name>, <Eclipse project name> Edition'

3. It is acceptable to include the Eclipse project trademark in the name of a publication, certification program, domain name or book. However you must ensure that a) the appropriate TM symbol is associated with the Eclipse project name reference and appropriate attribution as discussed below, b) Eclipse project name is not concatenated with another word, e.g., HigginsPortal, and c) the usage does not imply or make the user believe that the publication, domain name or book is supported or authorized by the Eclipse Foundation or an Eclipse project.
4. We realize these guidelines are being introduced at a point in time when some companies and individuals already have product names that include the Eclipse project trademark. Companies and individuals using an Eclipse project trademark as of December 1, 2006 will not be required to change their already existing product names to comply with these guidelines now or in the future. However, we do request that these companies and individuals give proper notice and attribution of the Eclipse trademark and that any new product name will follow these guidelines.

## **Proper Usage of Eclipse Working Group Names and Logos**

The names and logos of the Eclipse Foundation Working Groups (WG) are, to the extent possible, trademarks of the Eclipse Foundation and should be identified as such. (Please see proper notice and attribution below). Use of WG trademarks are restricted to identifying the WGs and their deliverables, as applicable.

Each WG may, at its discretion, develop guidelines for use of the WG trademarks or their derivatives, as applicable, by third parties. These guidelines will be referenced in Appendix A of this document and shall be consistent with the Guidelines for Eclipse Logos and Trademarks.

## **General Usage of Logos**

1. Derivative works of the 'EclipseCon', 'Eclipse Foundation Member', 'Built on Eclipse', 'Eclipse Ready' and project logos are not allowed.
2. The Eclipse logos and production specification are available from [www.eclipse.org](http://www.eclipse.org). Replication of these logos must follow these specifications.

3. Except for use by Eclipse projects on the eclipse.org website, use of the 'Eclipse Incubation' and the 'Eclipse Proposals' Trademarks and Logos is not permitted unless authorized in writing by the Eclipse Foundation.

### **Proper Notice and Attribution**

The appropriate trademark symbol (i.e. TM) should appear at least with the first use of the Eclipse Foundation trademarks and all occurrence of the Eclipse logo.

When you use an Eclipse Foundation trademark or logo you should include a statement attributing the trademark to the Eclipse Foundation, Inc. For example, 'Eclipse, Built on Eclipse and Eclipse Ready, BIRT, Higgins are trademarks of Eclipse Foundation, Inc.'

## Appendix A