

Direct Action Everywhere Trademark Guidelines

This document outlines the policy for allowable uses of DxE trademarks by other parties.

Friends of DxE, Inc. (“DxE”) counts among its most valuable assets its trademarks and logos and the goodwill represented by these. Protection of the DxE trademarks is a priority for DxE. These DxE Trademark Guidelines (“Trademark Guidelines”) contain detailed information about when and how you are allowed to use DxE’s trademarks. These Trademark Guidelines help ensure that our marks and logos are used in approved ways, so we can legally protect our brand. As long as you are in compliance with the Trademark Guidelines and the license granted herein, you can use the DxE trademarks in connection with the Permissible Uses outlined below. Please contact DxE at legal@directactioneverywhere.com in advance if you want to use the DxE trademarks in a way that is not listed within the Permissible Uses.

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| Registered Marks: |  |
| | DIRECT ACTION  EVERYWHERE |
| Unregistered Marks: | DxE |
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1. License

DxE grants you a limited, nonsublicensable, royalty free license to use its trademarks, so long as you:

- Adhere to the DxE Values, available at <https://www.directactioneverywhere.com/core-values>
- Comply with the DxE Code of Conduct, available at <https://docs.google.com/document/d/1v1bSO9UCCgifH0UZfsfZ-5CEqtUOQ7tXL51BmJoE9w4/edit>
- Comply with these Trademark Guidelines
- Only use the DxE trademarks for Permissible Uses

- Only use hi-res images of the DxE Logos. Please contact DxE at legal@directactioneverywhere.com if you would like a hi-res image of the DxE Logos for use.

2. Permissible Uses

- Proper use of the DxE trademarks is important. You may use the DxE trademarks to accurately describe or refer to DxE or DxE's services, activism, campaigns, Code of Conduct, Values, or events.
- The font size of the phrases using the DxE trademarks should not be larger than the surrounding font, and should not appear more prominently than the name/logo of your own organization.
- You may use the DxE trademarks to direct your visitors to the DxE homepage. For this purpose, the target URL may only be <https://www.directactioneverywhere.com/>.
- You may combine the DxE trademarks with a geographical location to indicate where your chapter or group is located.

2. Prohibited Uses

- Do not use the DxE trademarks in a way that would mislead the public that you or your products or services are somehow related to, endorsed by, or affiliated with DxE.
- Never use a DxE trademark as a possessive or in a plural form. Instead, the following noun should be used in possessive form or the sentence reworded so there is no possessive.
 - Correct example: DxE sheds light on violence against animals.
 - Incorrect example: DxE's work includes preventing violence against animals.
- Do not translate the DxE trademarks into another language.
- Never use the DxE trademarks in a disparaging manner or one that violates any federal, state or international law.
- Do not use the DxE trademarks to advertise or provide goods or services that are not otherwise explicitly permitted under these Trademark Guidelines.
- **Company, Product, Service.** You may not place your company name, trademarks, service marks, or product names next to (or combine them with) the DxE trademarks.

- **Domain Names, Meta tags, Hidden Text.** You may not incorporate the DxE trademarks in any domain name, meta tag, or other hidden text in a web page without prior written authorization from DxE.
- **Internet Advertising Keywords.** You may not use or incorporate the DxE trademarks in any internet advertising keyword, Ad Word, hashtag, or other term used to trigger advertising or search engine results without prior written permission from DxE.
- **Merchandise Items.** You may not manufacture, sell, or give away merchandise items bearing any of the DxE trademarks without first obtaining a written license from DxE. Permission may be granted for merchandise that promotes DxE and its values.

3. Required Notices

- For federally registered trademarks owned by DxE, the ® symbol must accompany these trademarks and DxE should be properly identified as the owner of these federally registered marks in a footnote that reads, for example, “DIRECT ACTION DXE EVERYWHERE is a registered trademark owned by DxE”.
- For pending applications or common law trademarks owned by DxE, the ™ or SM symbol must accompany these trademarks (e.g., DxE ™) and DxE should be properly identified as the owner of these trademarks in a footnote that reads, for example, “DxE is a trademark owned by DxE.”

4. Social Media Guidelines

Do not use DxE trademarks as any part of your social media account name, user name, page name, or as a community name.

5. General Use Guidelines

- Use capitalization consistently.
- Spell the DxE trademarks correctly and do not abbreviate them, or combine or hyphenate the respective words in the DxE trademarks. Do not split the marks onto separate lines of copy.
- Use the DxE trademarks only as adjectives modifying a generic term and *never* use the DxE trademarks as nouns or as verbs.
 - Correct example: DxE activists give voices to animals by sharing their narratives with the world.
 - Incorrect example: Activists use DxE to rescue animals at some of the largest factory farms in the world.

- **Goodwill.** All uses and goodwill associated with the DxE trademarks will inure to the benefit of DxE.
- **Reservation of Rights.** Unless otherwise agreed to in writing, DxE reserves the right to terminate permission to copy, reproduce, or display the DxE trademarks and to demand that the DxE trademarks cease to be used at any time, in its sole discretion. DxE reserves the right to object to unfair uses or misuses of its DxE trademarks and other violations of law, as well as uses that DxE in its sole discretion deems unlawful or improper, even if such use is not expressly prohibited by these Guidelines. DxE reserves the right to revise the Trademark Guidelines at any time, without notice.

5. Contact Information

Please contact us at legal@directactioneverywhere.com with any questions about proper usage of the DxE trademarks or these Trademark Guidelines.