

# Cvent Trademark Usage Guidelines

Cvent, Inc. (“Cvent”) respects the intellectual property rights of others, and we expect you to do the same. Cvent’s trademarks and brands are Cvent intellectual property and are among our most valuable assets. As such, we will protect and enforce our rights and ask that you use our trademarks properly in order for us to maintain our brand’s integrity.

We’ve put together these Trademark Usage Guidelines to assist you in recognizing the proper and improper uses of our trademarks. Our trademarks (“Cvent Trademark(s)”) include all registered and unregistered trademarks and service marks (including words, logos, designs, colors, slogans, or a combination thereof) owned by Cvent or its affiliates. A list of our current trademarks can be found on our [Cvent Trademark List](#).

## What Is a Trademark?

A trademark is a word, name, symbol, design or device (or a combination of these) that identifies the goods or services of a person or company and distinguishes them from the goods or services of others. A trademark assures consumers of consistent quality with respect to those goods or services and aids in their promotion.

Unless we grant written permission in a contract or other document, or describe below a permitted use, you may not use any of the Cvent Trademarks. But, even after we grant such permission, we retain the right to modify or revoke such permission in our sole discretion unless otherwise prohibited in a separate agreement.

## Do’s and Dont’s

### **Follow These Guidelines or Your Specific Agreement.**

Please follow the specific trademark usage guidelines, if any, contained in your agreement with Cvent. Use of the Cvent Trademarks and Cvent’s brands must be explicitly approved in writing by Cvent Marketing. Please contact your Cvent representative with any questions regarding the approval process.

### **Provide Trademark Notices.**

Properly designate the status of the Cvent Trademark being used by using the correct trademark symbol (® or ™) reflecting the registration status of specific Cvent Trademarks, as

set forth below. Be sure to include an attribution of Cvent's ownership in the following format:  
" \_\_\_\_\_ is a trademark of Cvent, Inc."

### **Use Cvent Trademarks as Adjectives.**

When referring to Cvent's products, please follow the use of a Cvent Trademark with a generic descriptor.

Correct: The Cvent® Event Management platform helps you effectively plan, register, and execute your global events.

Incorrect: Use Cvent to help you plan, register, and execute your events.

### **Do Not Make Cvent Trademarks into Verbs nor Make Them Possessive.**

Cvent Trademarks should not be used in plural or possessive form or as verbs or nouns.

### **Do Not Assert Ownership over Cvent's Trademarks.**

Do not assert rights over any Cvent brand whether by incorporating a Cvent brand into your own product or service names, trademarks, logos, company names, social media handles or domain names or seeking a trademark or domain name registration for any term that includes a Cvent brand.

### **Do Not Bid for Cvent Trademarks.**

Unless expressly permitted in an agreement between you and Cvent, you may not bid on a Cvent trademark (or any variant or extension thereof) as a keyword on any search engine, or use a Cvent Trademark (or any variant or extension thereof) in any form of paid advertising including, but not limited to, paid social and display advertisements.

### **Use the Proper Branding.**

When using a Cvent Trademark: (i) follow the style and usage guidelines available in our [Brand Style Guide](#); (ii) use our Logos exactly as they appear below, and do not alter or distort their appearance in any way, for example, by adding your own design elements or changing the font, colors, or size; (iii) allow for clear space around our Logo; and (iv) maintain the legibility of our Logos and keep them sharp, clear, and well-produced. When using our Word Marks, you may not change their appearance by abbreviating them, incorporating them into acronyms, changing their spelling, using them in parts, or using improper capitalization.

These Guidelines are not intended to be an exhaustive list of Cvent's rights in its trademarks and copyrighted works. Cvent reserves all rights in its intellectual property, including rights not

expressly described in these Guidelines. Any goodwill derived from your use of any of Cvent's trademarks under license or pursuant to the Guidelines inures solely to Cvent's benefit.

If you have any questions or become aware of any usage of Cvent Trademarks or brands in violation of these Guidelines, please contact us.