

# ServiceNow Trademark and Copyright Guidelines

Last updated: May 16, 2017

## Index

1. Introduction
2. Permissible Uses of ServiceNow Marks and Copyrighted Works
  - o References in Text Form to ServiceNow Products and Services
  - o Trade Name
3. Licensed Use of ServiceNow Trademarks and Copyrighted Works
  - o Licensed Use of ServiceNow Logos and Taglines
  - o Licensed Use of Copyrighted Materials
4. Proper Use of Trademarks
  - o Function and Grammar of Trademarks
  - o Use ServiceNow Trademarks *with* Nouns, Not *as* Nouns (or other parts of speech)
  - o Use ServiceNow Trademarks in their Intended Form or Style
  - o Trademark Symbols
  - o Attribution Language
5. Impermissible Uses of ServiceNow Marks and Copyrights
  - o Alteration and Dilution
  - o Endorsement
  - o Disparaging or Misleading Use
  - o Web Use
6. General Nature of These Guidelines
7. Current ServiceNow Trademarks

A **trademark** is a word, phrase, symbol, or design, or a combination thereof, used to identify and distinguish goods from the goods of others.

A **service mark** is similar to a trademark, except that it identifies and distinguishes services rather than goods. Throughout these Guidelines, the terms “trademark” and “mark” refer both to trademarks and service marks.

A **trade name** (or corporate name) is any name used by a company to identify its business (*e.g.*, ServiceNow is a trade name of ServiceNow, Inc.).

A **copyright** is a form of protection for “original works of authorship,” including literary, musical, graphic, and audiovisual creations.

## 1. Introduction

Trademarks and copyrighted works are among the most important assets of ServiceNow, and it takes the protection of these assets very seriously. To protect consumers and to maintain the goodwill that it has developed in the marketplace, ServiceNow must require that its trademarks and copyrighted works be used properly in all contexts. These ServiceNow Trademark and Copyright Guidelines (“**Guidelines**”) reflect the established rights of ServiceNow, Inc. (“**we**,” “**us**,” “**our**”) with respect to trademarks and copyrighted works. ServiceNow’s trademarks include its brand names and logos (“**ServiceNow Trademarks**”); and its copyrighted works including computer code, documentation, logos, website designs and content, recorded materials, videos, and other commercial, promotional, educational, or reference materials (“**ServiceNow Copyrighted Works**”). These Guidelines apply to all use of ServiceNow Trademarks and ServiceNow Copyrighted Works. We request that you carefully review these Guidelines before using any ServiceNow Trademark or ServiceNow Copyrighted Work or other ServiceNow asset protectable under trademark or copyright law.

Unless we grant written permission in a license agreement, or describe a permitted use herein, **you may not use any of the ServiceNow Trademarks or ServiceNow Copyrighted Works. We retain the right to modify or revoke such permission at any time and in our sole discretion except as expressly provided in a separate license agreement.** If you have received an express license from ServiceNow to use certain ServiceNow Trademarks or ServiceNow Copyrighted Works, your use must conform to these Guidelines in addition to the other requirements of your license.

If you have any questions about use of a specific trademark or copyrighted work, or would like further information regarding these Guidelines, please contact us at: [branding@servicenow.com](mailto:branding@servicenow.com).




# ServiceNow Trademark and Copyright Guidelines

## 2. Permissible Uses of ServiceNow Marks and Copyrighted Works

### References in Text Form to ServiceNow Products and Services

You are permitted to use ServiceNow Trademarks in word form only (but not logos, taglines or icons) to identify ServiceNow products or services, strictly as each appears in the list of [Current ServiceNow Trademarks](#) including the corresponding symbol (®, ™, and ™), and subject to the rules regarding proper and prohibited uses provided in these Guidelines. Any reference must be truthful, fair, and not misleading as to ServiceNow affiliation with, sponsorship of, or endorsement of your company, and must accurately describe how your products or services relate to those of ServiceNow. You may not use a ServiceNow Trademark to directly advertise your products or services and it must be clear that your products and services are not offered by ServiceNow.

Developers of applications and integrations on the ServiceNow platform may use the ServiceNow Trademarks in word form only to reference the compatibility of an integration or application with the ServiceNow platform, if it does in fact function as described. In addition to the other requirements described herein, notice must be made in a referential manner, such as “for use with,” “for,” or “compatible with” ServiceNow services. For example: “[Your Product Name], for use with ServiceNow® Performance Analytics.” If your company has received a certification from ServiceNow for an application or integration developed on the ServiceNow platform, then you may report such certification and use a certification logo solely in relation to the certified application and not for your company generally, subject to your applicable trademark license from ServiceNow for use of the certification logo.

Examples of Permitted Uses of a Text Mark	Examples of Uses That Require a License
<ul style="list-style-type: none"> <li>✓ <i>The ServiceNow® Security Operations application accelerates enterprise security response by connecting the workflow and systems management capabilities of the ServiceNow platform with security data from leading vendors.</i></li> <li>✓ <i>The CreatorCon® event is the place to be for developers and architects interested in creating enterprise applications.</i></li> </ul>	<ul style="list-style-type: none"> <li>✗ </li> <li>✗ </li> <li>✗ </li> <li>✗ <i>The ServiceNow® platform enables your enterprise to Work at Lightspeed™!</i></li> </ul>

### Trade Name

- You are permitted to reference ServiceNow, Inc. as a company in written materials by first using the full trade name ServiceNow, Inc., followed by ServiceNow (omitting the “Inc.” company designation) in further references in the same publication.
- When referring to ServiceNow as a company, do not use the ® symbol with “ServiceNow.”

Examples of Permitted Use	Examples of Prohibited Uses
<ul style="list-style-type: none"> <li>✓ <i>ServiceNow, Inc. is a cloud computing company headquartered in Santa Clara, California.</i></li> <li>✓ <i>ServiceNow is listed on the New York Stock Exchange and is a constituent of the Russell 3000 index.</i></li> </ul>	<ul style="list-style-type: none"> <li>✗ <i>ServiceNow®, Inc. has offices around the world.</i></li> <li>✗ <i>ServiceNow® has over 5,000 employees.</i></li> </ul>

# ServiceNow Trademark and Copyright Guidelines

## 3. Licensed Use of ServiceNow Trademarks and Copyrighted Works

### Licensed Use of ServiceNow Logos and Taglines

ServiceNow logos, designs, or graphics may only be used under express license or other written contractual permission. You may qualify for use of certain logos under the programs offered through partnership with ServiceNow. Use of logos under these limited circumstances must not deviate from the form and extent of permission granted to you by an approval or license and must comply with any corresponding logo guidelines provided by ServiceNow.

You may not use any ServiceNow tagline (for example, “The End of No. The Beginning of Now.®”) except under express license.

### Licensed Use of Copyrighted Materials

The use of all copyrighted materials of ServiceNow requires that an express license agreement be granted by ServiceNow to the user. To request a license to use computer code, documentation, logos, website designs and content, recorded materials, videos, or other commercial, promotional, educational, or reference materials, please contact ServiceNow at [branding@servicenow.com](mailto:branding@servicenow.com).

## 4. Proper Use of Trademarks

### Function and Grammar of Trademarks

**Functionally**, a mark identifies the source of a particular brand of a product or service and tells a consumer something about that product or service. For instance, “ServiceNow platform” tells consumers the source of the service and the expected quality from that service.

**Grammatically**, a mark is a *proper adjective* which modifies the generic product or service name (a noun). A mark is not a noun—it is not the name of the product or service. A proper adjective, like a proper noun, is entitled to an initial capital letter.

### Use ServiceNow Trademarks *with* Nouns, Not *as* Nouns (or other parts of speech)

- ServiceNow Trademarks (as proper adjectives) should always be accompanied by the generic term (a noun) that identifies the product or service with which the mark is associated. In practice, it is ideal to always pair ServiceNow Trademarks with nouns when referenced in materials, but at minimum, it should be done the first time the mark appears prominently on each page. **Best practice: don’t use the accompanying noun in headers or titles, and always keep the noun (the generic term) in lower case.**

<u>Trademark</u>	<u>Generic Name</u>
✓ AccelerateNow <sup>SM</sup>	seminar
✓ CIO Decisions <sup>®</sup>	conference
✓ CreateNow <sup>®</sup>	platform
✓ CreatorCon <sup>®</sup>	conference
✓ ExecConnect <sup>SM</sup>	conference, event
✓ ExperienceNow <sup>SM</sup>	seminar
✓ KPILibrary <sup>SM</sup>	software
✓ Knowledge <sup>®</sup>	conference, event
✓ Now <sup>®</sup>	platform, service, software
✓ NowForum <sup>®</sup>	conference, event
✓ PartnerNow <sup>SM</sup>	program

#### Note:

- ✗ A mark is not the name of a product or service.
- ✗ A mark is not a noun or a verb.
- ✗ A mark cannot be plural.
- ✗ A mark cannot be possessive.
- ✗ A term is not “trademarked” — rather; an owner acquires rights in a mark.

# ServiceNow Trademark and Copyright Guidelines

- ✓ QuickStart<sup>SM</sup> methodology
- ✓ ServiceNow<sup>®</sup> platform
- ✓ ServiceNow Core<sup>SM</sup> program
- ✓ ServiceNow Edge<sup>TM</sup> software
- ✓ ServiceNow Express<sup>®</sup> service
- ✓ ServiceNow Inspire<sup>®</sup> program
- ✓ ServiceWatch<sup>TM</sup> service package(s)
- ✓ StartNow<sup>®</sup> service, methodology

- ServiceNow Trademarks may never be used in plural or possessive form and may never be used as a noun or verb.

Examples of Permitted Uses	Examples of Prohibited Uses
<ul style="list-style-type: none"> <li>✓ Use the ServiceNow<sup>®</sup> platform to modernize your IT service management.</li> <li>✓ The ServiceNow Express<sup>®</sup> service enables you to work extraordinarily.</li> <li>✓ The past two CreatorCon<sup>SM</sup> events resulted in innovative app development.</li> <li>✓ The Knowledge<sup>®</sup> conference turnout in 2016 was impressive.</li> <li>✓ We used the QuickStart<sup>SM</sup> methodology for our IT implementation, and workflow has improved.</li> </ul>	<ul style="list-style-type: none"> <li>✗ Use ServiceNow to modernize your IT service management.</li> <li>✗ ServiceNow Express enables you to work extraordinarily.</li> <li>✗ The past two CreatorCons resulted in innovative app development.</li> <li>✗ Knowledge’s turnout in 2016 was impressive.</li> <li>✗ We QuickStarted our IT implementation, and workflow has improved.</li> </ul>

## Use ServiceNow Trademarks in their Intended Form or Style

- ServiceNow Trademarks must consistently be used in the specific form or style selected for a mark. Capitalize the first letter in each word of the ServiceNow Trademarks. For marks containing two words, don’t insert a space between the words, and capitalize the second word.

Examples of Permitted Uses	Examples of Prohibited Uses
<ul style="list-style-type: none"> <li>✓ ServiceNow<sup>®</sup> platform</li> <li>✓ PartnerNow<sup>SM</sup> program</li> <li>✓ QuickStart<sup>SM</sup> methodology</li> </ul>	<ul style="list-style-type: none"> <li>✗ Servicenow<sup>®</sup> platform</li> <li>✗ partnernow<sup>SM</sup> program</li> <li>✗ Quick Start<sup>SM</sup> methodology</li> </ul>

## Trademark Symbols

ServiceNow Trademarks should, whenever possible, be used with a proper notice: ®, TM, or SM. In practice, **the first or most prominent reference to a ServiceNow trademark** in a document, publication, website, or elsewhere must bear a trademark symbol and should be used as frequently as possible thereafter. Consult the list of [Current ServiceNow Trademarks](#) to see which symbol to use for each ServiceNow Trademark.

- ✓ ServiceNow<sup>®</sup> – only if the mark has been registered with the trademark office
- ✓ ServiceNow Edge<sup>TM</sup> – if the trademark is not yet registered
- ✓ PartnerNow<sup>SM</sup> – if the service mark is not yet registered

## Attribution Language

When referencing the ServiceNow Trademarks or ServiceNow Copyrighted Works in a website, publication, or other materials, domestically or internationally, appropriate trademark attribution language must be included, at the bottom of the first page on which you use a mark or copyrighted work. You may not remove any trademark or copyright notices from any ServiceNow Copyrighted Works except with an express license to do so from ServiceNow.

# ServiceNow Trademark and Copyright Guidelines

- **For Trademarks:** ServiceNow, the ServiceNow logo, Now, and other ServiceNow marks are trademarks and/or registered trademarks of ServiceNow, Inc., in the United States and/or other countries. Other company and product names may be trademarks of the respective companies with which they are associated.
- **For Copyrighted Works:** ©2017 ServiceNow, Inc. All rights reserved.

## 5. Impermissible Uses of ServiceNow Marks and Copyrights

### Alteration and Dilution

- Do not abbreviate, adapt, alter, modify, translate, or animate any ServiceNow Trademarks (for example, do not abbreviate ServiceNow to “SN” or “SNOW”), nor use them in a plural or modified form.
- Do not alter the spelling or capitalization (for example, do not use “Servicenow”).
- Do not use any part of a ServiceNow Trademark such as “Now,” “Core,” “Edge,” “Express,” or “Inspire.”
- Do not use names commonly associated with the ServiceNow platform, such as “Glide.”
- Do not combine any ServiceNow Trademarks with any letters, numbers, words, design, or logo.
- Do not alter any logo or stylized word mark, with respect to color, font, proportion or any other design element.
- Do not use ServiceNow Trademarks in a manner that dilutes, tarnishes or otherwise conflicts with ServiceNow’s ability to use and/or enforce its trademarks, even if such use is under license.

### Endorsement

**Your company (or any other company) name, product names, service name, event name, logos, designs and other trademarks, publications, domain names and branding materials MUST NOT:**

- Incorporate any ServiceNow logo, design or other trademark, or any alteration, nickname, or abbreviation of a ServiceNow Trademark such as NOW, SN or SNOW, in the name or logo of your company, product, service, email address, or domain;
- Be confusingly similar to any ServiceNow Trademark, including any misspelling, phonetic equivalent, abbreviation, foreign language translation, or word that rhymes with or sounds like any ServiceNow trademark—for example, use of a brand that appears to be part of ServiceNow’s family of NOW marks;
- Copy or imitate the trade dress used by ServiceNow in whole or in part, including the visual design of the ServiceNow branding and marketing collateral, the look and feel of the ServiceNow services, portal or web properties, color combinations, typography, formatting, graphic design, or imagery associated with ServiceNow’s products, services, publications, or branding (for example, the colors and design of the collection of ServiceNow platform applications in a cloud shape);
- Directly or indirectly express or imply ServiceNow sponsorship, affiliation, partnership, certification, approval, or endorsement in relation to your product or service, or use any ServiceNow Trademark or Tradename in such a manner that it appears or implies that ServiceNow is associated with your company except as expressly provided in a license agreement;
- Directly or indirectly express or imply that ServiceNow created, supports, integrates with, utilizes, or endorses your product or service, including any reference to elements of the ServiceNow platform such as references to NOW, Glide, or the ServiceNow power button logo;
- Display the ServiceNow Trademarks without your own mark also present or otherwise make them the visual focal point of your materials, nor display them more prominently or larger than your own marks and designs;
- Crowd the ServiceNow Trademarks with other designs, marks, or trade names such that they are not clearly recognizable and distinguishable; or
- Use trademarks that rhyme with or sound like any ServiceNow Trademarks in your company’s name, or that may be seen by customers or the public to be a part of or an extension of ServiceNow’s family of NOW marks.

# ServiceNow Trademark and Copyright Guidelines

## Disparaging or Misleading Use

- Do not use ServiceNow's Trademarks in a manner, context or location that is disparaging, defamatory, or libelous to ServiceNow, its products and services or any person or entity.
- Do not make deceptive, inaccurate, or misleading references to ServiceNow Trademarks.
- Do not display ServiceNow Trademarks in connection with any publication, website or materials that are obscene, pornographic, violent, disparaging, in poor taste, unlawful, intended to encourage unlawful activities, or intended to encourage the breach of any subscription agreement or security measure of ServiceNow.

## Web Use

Except with the express written permission of ServiceNow, which permission may be withdrawn if you violate these guidelines or any supplementary Logo Guides that may apply:






- You may not use a ServiceNow trademark or any word or phrase similar to a ServiceNow trademark in any domain name or as meta tags or hidden text in any website.
- You may not purchase any ServiceNow trademark in the form of a domain name, tagline, as an ad word or advertising keyword from any search engine, social media forum, or other online venue.

## 6. General Nature of These Guidelines

These Guidelines are general in nature and not intended to be an exhaustive list of ServiceNow's trademark rights. ServiceNow, Inc. reserves all rights in its trademark, service mark, and copyright assets, including rights not expressly reflected herein. The goodwill derived from any use of a ServiceNow trademark inures solely to ServiceNow's benefit. If you have a business relationship with ServiceNow, you may have received additional guidelines outlining prohibited and permitted uses of ServiceNow Trademarks and ServiceNow Copyrighted Works, including detailed written requirements for graphical requirements. Any additional guidelines are supplemental to and do not replace these Guidelines. ServiceNow, Inc. may update these Guidelines from time to time. Please refer to these Guidelines before publishing your use of ServiceNow trademarks to ensure compliance.

# ServiceNow Trademark and Copyright Guidelines

## 7. Current ServiceNow Trademarks

Trademark	Associated Generic Term(s)
AccelerateNow <sup>SM</sup>	seminar
Changing the Way People Work <sup>®</sup>	(Tagline Use)
CIO Decisions <sup>®</sup>	conference, event
CreateNow <sup>®</sup>	platform
CreatorCon <sup>®</sup>	conference
	
Edge Encryption <sup>TM</sup>	proxy, product, solution
Everything as a Service <sup>®</sup>	(Tagline)
ExecConnect <sup>SM</sup>	conference, event
ExperienceNow <sup>SM</sup>	seminar
KPILibrary <sup>SM</sup>	software
Knowledge <sup>®</sup>	conference, event
	
Lightspeed <sup>TM</sup>	(Tagline)
Lightspeed Enterprise <sup>TM</sup>	(Tagline)
NOW <sup>®</sup>	platform, software, service
	
NowForum <sup>®</sup>	conference, event
PartnerNow <sup>SM</sup>	program
QuickStart <sup>SM</sup>	methodology
ServiceNow <sup>®</sup>	service, platform
	
	
ServiceNow Core <sup>SM</sup>	program
ServiceNow Edge <sup>TM</sup>	software
ServiceNow Express <sup>®</sup>	service
ServiceNow Inspire <sup>®</sup>	program
Service Management for the Enterprise <sup>®</sup>	(Tagline)
ServiceWatch <sup>TM</sup>	service package(s)
StartNow <sup>®</sup>	service, methodology

## ServiceNow Trademark and Copyright Guidelines

Trademark	Associated Generic Term(s)
System of Action™	(Tagline)
The End of No. The Beginning of Now.®	(Tagline)
The Enterprise Cloud Company <sup>SM</sup>	(Tagline)
Work at Lightspeed™	(Tagline)