

## Overview

CyberLock products have been securing assets worldwide for nearly two decades. When customers see the CyberLock brand, they know they are receiving a proven, reliable, and innovative access control system designed and manufactured entirely in the USA. Videx, Inc., the designer and manufacturer of the CyberLock system, owns and protects the CyberLock brand and all related logos, wordmarks, trademarks, service marks, and trade dress (collectively, "CyberLock Trademarks"). Videx works closely with CyberLock, Inc. to manage use of the CyberLock Trademarks by certified CyberLock resellers. The CyberLock Trademarks should be properly depicted and consistently portrayed in all communications including, but not limited to, print, electronic media, packaging, event marketing, website, and other visual depictions. Only certified resellers in good standing under the CyberLock Partner Program are licensed to use the CyberLock Trademarks for the purposes of promoting the resale of CyberLock products. If you wish to use the CyberLock Trademarks, you must adhere to these Trademark and Logo Usage Guidelines. Your participation in representing the CyberLock brand should reflect the same core values that we have committed to in the design and production of the CyberLock system: consistency, reliability, and innovation. Any use that is inconsistent with these guidelines has the potential to permanently deteriorate our legal rights in the marks and we may terminate your rights to use the CyberLock Trademarks. If you have any questions about your proposed use, please contact us at [sales@cyberlock.com](mailto:sales@cyberlock.com).

## Logo Guidelines

As of the date of this printing, the only authorized CyberLock logos that may be used are listed below. Please update all other CyberLock logos in your materials.

### Examples:



Full Logo Color on White



Full Logo Color on Black



Full Logo Black on White



Design Element Color



Design Element White on Black



Design Element Black on White



Full Logo Color on White

## Online Usage

For online applications, please use logos in the JPEG format. By displaying our logo on your website you agree to present the logos without alteration, modification, or misrepresentation in any way, shape or form. Depending on use, you may need to convert the JPEG format to a GIF or PNG format. All logos used online need to be in the RGB color space.

## Print Usage

For print applications, please use logos in encapsulated post script (.eps) format only, according to the guidelines below. These logos are available by contacting [sales@cyberlock.com](mailto:sales@cyberlock.com).

- The logos may be scaled proportionately but not altered in any other way.
- A reasonable amount of space must be left between the logos and any other object such as type, other logos, photography, borders, edges, etc.



# Trademark and Logo Usage Guidelines

Do not use JPEG versions of the logo for print applications; this will result in dramatic and unacceptable loss of quality. Depending on use, you may need to convert the EPS format to a TIF format. All print applications need to be in the CYMK color space.

## Trademark Guidelines

CyberLock Trademarks identify a brand, not a product. We encourage our CyberLock resellers and partners to refer to CyberLock brand products and services. When referring to CyberLock wordmarks within text, take care to place the proper trademark symbol immediately following the wordmark.

- In addition to the graphical logos indicated above, the CyberLock brand includes the following wordmarks:
  - CyberLock®, CyberKey®, CyberPoint®, CyberKey Authorizer®, CyberAudit®, CyberLock Flex System®, and FlashLock®
- When using the CyberLock® mark it should always be used as an adjective followed by a noun that is an appropriate generic descriptor such as e-cylinder or electronic lock. Never use the CyberLock® mark as a noun.
  - Correct Usage: CyberLock® e-cylinders greatly improve accountability in a variety of access control applications.
  - Incorrect Usage: CyberLock security features are fantastic.
- When referring to the 'CyberLock, Inc.' entity itself please omit the trademark symbol.
  - Correct Usage: CyberLock, Inc. recently released a revolutionary product.
  - Incorrect Usage: CyberLock® Inc. also provides support services that keep its products operating smoothly.
- Do not alter the form of any CyberLock Trademarks.
  - CyberLock® is always one word, never two.
  - The C and L in CyberLock® should always be capitalized, even if the mark is used mid-sentence.
- Alternatively, you may capitalize the entire mark.
  - Correct Usage: CyberLock®
  - Correct Usage: CYBERLOCK®
  - Incorrect Usage: cyber lock
- Unless otherwise required by CyberLock, you agree to include a statement of ownership when using any of the CyberLock Trademarks. The statement shall read, "CYBERLOCK® and the CyberLock logos are trademarks of Videx, Inc. registered in the United States and other countries." and must appear on the page where the CyberLock Trademarks are displayed or where other important legal notices are located.
- You may not give or license the CyberLock Trademarks to any company or person.
- Avoid displaying or using the CyberLock Trademarks in any manner that would tend to confuse customers as to the origin of the material or in material that is false or misleading. Do not register CyberLock Trademarks in domain names. Do not display CyberLock Trademarks more prominently than your own product or service names. Do not use product or service names that could be confused with CyberLock Trademarks.
- Do not expressly indicate or imply a relationship with CyberLock through any means including using the CyberLock Trademarks unless you are currently a CyberLock reseller.
- Please notify us immediately if you are aware of any uses of CyberLock Trademarks that do not fully comply with these guidelines, including any use by an individual or company who is not a CyberLock reseller or partner of CyberLock.



# Trademark and Logo Usage Guidelines

## Summary

If you have any questions or have a proposed use that is not in strict conformance with these policies, please contact [sales@cyberlock.com](mailto:sales@cyberlock.com). CyberLock Trademarks may be used only if you are currently a CyberLock reseller or otherwise have expressed written permission to do so. Any use is subject to the following:

1. You may not alter the Trademarks in any way. You must use only a CyberLock supplied or approved format, according to the guidelines set forth in this document.
2. The Trademarks must appear by themselves; they may not be combined with any other graphic or textual elements and may not be used as a design element of any other logo or trademark, except in combination with CyberLock product images.
3. You may not use our Trademarks on any website that is in violation of: (i) any applicable laws or governmental regulations; or (ii) the CyberLock Trademark and Logo Usage Guidelines. Your use of CyberLock Trademarks must be truthful and not misleading. You may not use the Trademarks to imply any relationship with, or endorsement or sponsorship by, CyberLock that is not true. You may not use our Trademarks in connection with any disparaging statements about CyberLock or its products, or statements that otherwise reflect poorly on CyberLock.
4. CyberLock reserves the right to approve or disapprove the use of our Trademarks on your web page (size, surrounding text, etc.) and print media to ensure that it complies with these policies.
5. You acknowledge that we own and retain all right, title and interest in and to CyberLock Trademarks, and agree not to adopt, use, register, or attempt to register anywhere in the world any logo, domain name or trademark that could be considered confusingly similar to any CyberLock Trademark. You will acquire no rights in the Trademarks through this use and shall take no action inconsistent with CyberLock's interest in the Trademarks. If you do happen to obtain rights in the Trademarks, you agree to, and hereby do, assign all rights of the Trademarks to us and agree to execute any documents needed for such assignment.
6. We disclaim all warranties regarding CyberLock Trademarks, including warranties against infringement of third party rights and any warranties that may be implied by applicable law. We do not grant any indemnity against infringement or other claims arising from your use of a CyberLock Trademark. You use any such Trademarks at your own risk, and agree to indemnify us against all claims and liability that may arise from your use of any CyberLock Trademark. If you do not agree to these terms, do not use the CyberLock Trademarks.
7. We reserve the right, at any time and without cause, to modify or suspend these policies and withdraw any permission granted to you to use the Trademarks. We reserve the right to take action against any misuse or unfair, misleading, diluting, or infringing use of the trademarks.

To assist you with compliance, we recommend forwarding a PDF of any newly created material for review. Please email the PDF to [sales@cyberlock.com](mailto:sales@cyberlock.com) or to your Sales Representative. We will review and advise if the advertising meets CyberLock guidelines.

## CyberLock, Inc.

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