

Trademark Usage Policy

Foreword

This document outlines some non-exhaustive guidelines to direct correct usage, while avoiding misuse of IHE-Europe's trademarks (also, hereafter, referred to collectively as "IHE trademarks"). This trademark usage policy only applies to the European Union.

IHE-Europe registered trademarks: IHE and IHE logo, IHE Conformity Assessment and Connectathon. These are trademarks registered with the EU Intellectual Property Office (EUIPO) and are protected in the European Union. IHE and IHE logo are also registered with the US Patent and Trademark Office (USPTO) and are protected in the United States of America.

Some definitions

A trademark is a "symbol" through which the market "sees us" and "identifies us". It distinguishes our message in the market place. Trademarks can be protected and built upon if they are registered. In general, the IHE trademarks are marks that are used to identify IHE activities and establishments such as our series of publications containing standards (technical framework), our events (testing events such as the Connectathon, the World Summit, and the IHE Symposium) and our organisations (IHE International, IHE-Europe, etc.) which relate to our mission.

General Principles

What follows is a series of DO's and DON'Ts on the correct and authorised use of IHE-Europe's trademarks and registered trademarks. The following uses are allowed, provided that the use adheres to IHE-Europe's visual guidelines:

1. use the IHE-Europe trademarks in marketing, and other publicity materials related to IHE or any connected IHE publication or event (see below for specific trademark guidelines);
2. distribute unchanged IHE publications or open source software as long as these are distributed openly and not for profit;
3. link to IHE and IHE-Europe's website(s) to allow the download of IHE publications and open source software;
4. use IHE word marks in describing and advertising your services or products relating to the adoption of IHE technical publication, so long as customers are not misled (more on this in the DON'Ts section below)

In general, if the intended usage refers to something owned by IHE, then it is likely an acceptable "fair use". If it refers to something owned by someone else other than IHE, then it is an unacceptable "trademark use". A good example of fair use of IHE trademarks: IHE Integration and Content Profiles support efficient cross-enterprise information exchange. Other fair usage: referencing a company's IHE Connectathon participation and list of IHE Integration Profiles tested by referencing the IHE Connectathon Result Matrix.

In all cases, please include in the text footnotes or in the graphics footer in a clear and readable way that the used trademark "is a trademark of IHE-Europe" or "is a registered trademark of IHE-Europe" (e.g. "IHE and the IHE logo are registered trademarks of IHE-Europe").

However, there are also things that are not allowed:

- a) **Don't** register any IHE trademarks as, or in, your domain name, website, or company name, e.g. www.iheprofiles.com.
- b) **Don't** use any IHE trademarks as, or in, your product or service name.
- c) **Don't** use it in a way that indicates that you, your products or your services are endorsed, approved or certified by IHE.
- d) **Don't** produce modified versions of any IHE trademarks. A modified mark would also raise the possibility of market confusion, thus violating IHE's trademark rights.

Specific Guidelines

IHE and IHE Logo

Scope: IHE and the IHE logo represent our main brand with which we are recognised around the world.

Usage guidelines: The IHE trademark can be used in connection with marketing and communication of any activity pertaining to IHE. Notwithstanding the aforementioned DON'Ts, the IHE trademark can be used freely with the footnote "IHE and IHE logo are registered trademarks of IHE-Europe".

IHE Conformity Assessment

Scope: IHE Conformity Assessment is a conformity assessment programme run by IHE International under ISO 17025. IHE, through accredited and authorised laboratories, will test a vendor's commercial product for conformity against IHE CAS (conformity assessment scheme). The resulting testing report is published. The IHE Conformity Assessment name and logo identify the programme and can be used to distinguish products that have been successfully tested as well as identifying the programme as a whole.

Usage guidelines: Notwithstanding the aforementioned DON'Ts, the IHE Conformity Assessment trademark shall be used ONLY in connection with marketing and communication material that is associated with the IHE Conformity Assessment programme or with the operations associated with the programme itself (including vendors' products that have received an IHE Conformity Assessment report under the programme, such as <http://conformity.ihe.net>). Any external (non-IHE) usage of such trademark must be authorised in writing by IHE-Europe. When used, a footnote reading "IHE, IHE Conformity Assessment, Connectathon and IHE logos are registered trademarks of IHE-Europe".

Connectathon

Scope: An IHE Connectathon is a periodic live testing event run or organised by an IHE National/Regional Deployment Committee (e.g. IHE-Europe) under the approval of IHE International. IHE, through a National/Regional Deployment Committee, will test and validate a vendor's adherence to the IHE Technical Frameworks. The successful testing results are published. The IHE Connectathon name and logo identify this IHE testing event, its associated activities, including sub-events and educational events, as well as the Connectathon structure and methodology.

Usage guidelines: Notwithstanding the aforementioned DON'Ts, the Connectathon trademark shall be used ONLY in connection with marketing and communication material associated with an IHE Connectathon or with the operations associated with the testing event itself. Any external (non-IHE) usage of such trademark must be authorised in writing by IHE-Europe. When used, a footnote reading "IHE, Connectathon and IHE logos are registered trademarks of IHE-Europe".

Visual Guidelines

See following pages.

IHE Regional LOGO



IHE National LOGO



LOGO IHE EUROPE

Size

For the greatest impact and readability, a minimum logo size has been established. The size of the logo should not be less than 2,5 cm, and proportions should not be altered.



Clear Zone

The LOGO must be surrounded on all sides by clear space.

The clear space should be no less than one-half the "X" value.

Do not print graphics, photographs, typography or other elements in this area.



IHE Conformity Assessment LOGO



IHE Conformity Assessment LOGO

Size

For the greatest impact and readability, a minimum logo size has been established. The size of the logo should not be less than 2,5 cm, and proportions should not be altered.



Clear Zone

The LOGO must be surrounded on all sides by clear space.

The clear space should be no less than one-third the "X" value.

Do not print graphics, photographs, typography or other elements in this area.

