

## Trademark Usage Policy

### Foreword

This document outlines some non-exhaustive guidelines to direct correct usage, while avoid misusing, 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. 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 trade mark is a "symbol" through which the market sees us and pick us out. It distinguishes our message in the market. 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 Connectathon, the World Summit, IHE Symposium) and our organisation (IHE International, IHE-Europe, etc.) relating to our mission.

### General Principles

What follows is a series of DOs and DONTs on the correct and authorised use of IHE-Europe's trademarks and registered trademarks, 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 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 DONTs 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 also would 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 recognized around the world.

**Usage guidelines:** The IHE trademark can be used in connection with marketing and communication of any activity pertaining IHE. Notwithstanding the aforementioned DONT's, 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 program 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 program and can be used to distinguish products that have been successfully tested as well as [...]

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

