

# Trademark Usage Policy

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# 1 Revision History

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Revision	Date	Comments
Version 1.0	10 May 2020	Create policy. Stan Moyer, Executive Director ( <a href="mailto:execdir@opensecurityandsafetyalliance.org">execdir@opensecurityandsafetyalliance.org</a> )
Version 2	10 Nov 2020	Revise policy, further specify “Driven by OSSA” and include new trademark. Stan Moyer, Executive Director and Gijs van den Heuvel, Vice-Chairman Marketing Committee ( <a href="mailto:execdir@opensecurityandsafetyalliance.org">execdir@opensecurityandsafetyalliance.org</a> ) ( <a href="mailto:gijs.vandenheuvel@nl.bosch.com">gijs.vandenheuvel@nl.bosch.com</a> )

## 2 Introduction

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In this document, you will find the answers to questions about the proper usage of Open Security & Safety Alliance (OSSA<sup>1</sup>) logos and trademarks. This information will help guide the successful building of the OSSA brand in the global market. The OSSA trademarks and logos are owned by OSSA. OSSA grants access to them for the shared benefit of all members so it is the responsibility of all member companies to correctly implement and use the logos and trademarks and to monitor the industry for correct usage. The policy, rules and restrictions in this document cover usage in any form including, without limitation, digital, print and web usage.

OSSA trademarks and logos are to be used per the guidelines established in this and other OSSA policies and documents including the *OSSA Bylaws and the OSSA Brand Guidelines*<sup>2</sup>. Note that if policies in this document contradict the *OSSA Bylaws or OSSA Membership or Participation Agreements*, then those documents shall supersede this policy.

Generally, the OSSA Trademarks are to be used:

- (a) By OSSA for marketing and promotional purposes, its technologies, conferences, and any events it deems necessary; and
- (b) By OSSA members for promotional and marketing purposes of membership and affiliation with OSSA, and to indicate, if applicable, that the member company's Product and/or end-product meets the *Driven by OSSA* requirements described below.

In general a governing rule is that neither the OSSA name nor any OSSA trademark, slogan, logo, or phrase (collectively, the "**OSSA Marks**"), nor any combination of an OSSA Mark with any other word, design or other element may be used in a manner that would weaken the strength and value of any OSSA Mark (including, without limitation, an OSSA Mark related to certification, compliance or interoperation) by creating confusion regarding its significance.

OSSA Marks and the word "OSSA" **CANNOT** be used in conjunction with any word or phrase that could lead the public to believe, or create a direct or indirect inference, that a Product has met the OSSA compliance/certification requirements or interoperates with other OSSA Products. A "**Product**" is hardware, software or a combination thereof using, incorporating, or implementing any Draft or Final Specification or Code. The only allowed phrase that can be used with a Product is "Driven by OSSA" as described below.

<sup>1</sup> The OSSA logo and word mark are registered trademarks of the Open Security & Safety Alliance, Inc.

<sup>2</sup> OSSA Brand Guidelines are available on the OSSA [Member Portal](#)

Please review this policy carefully. If you still have any questions that are not addressed, for example, doubt with regard to wording of press release or any other public communications wording, please forward questions to the OSSA Marketing Committee.

**NOTICE: Failure to comply with the policies established in this document will be assessed on a case-by-case basis based on the nature of the violation, whether the member had been previously notified, and other similar factors. Noncompliance with the policies may result (at the discretion of OSSA), in one or more of the following: (a) OSSA revoking such member's rights to use OSSA name and OSSA Marks; (b) OSSA revoking or terminating a member's membership in OSSA; and/or (c) other appropriate action given the facts and circumstances surrounding the non-compliance. Any actions taken in matters of noncompliance will be done in accordance with the OSSA Bylaws and appropriate membership or participation agreements.**

# 3 What are the OSSA Marks?

## The word mark, "OSSA"

Currently, the OSSA primary trademark is the word, "OSSA". This trademark has been registered in the European Union and is in process of being registered in the United States, Japan and other countries throughout the world.

## The OSSA logo

This logo is used frequently by OSSA for marketing and promotional activities. It appears in all types of documents and signage. This logo can also be used by OSSA members to indicate their membership in OSSA. This trademark is registered in the European Union and is in process of being registered in the United States, Japan and other countries throughout the world.



## The "open security & safety alliance" logos

These logos, which contain the registered OSSA logo trademark, also contain the words "open security & safety alliance" and come in several colors and variants, some of which are shown below. They are used frequently by OSSA for marketing and promotional activities and appear in all types of documents and signage. These logos can also be used by OSSA members to indicate their membership in OSSA.



Black and white positive



Black and white reversed



Color positive



Color reversed



Flat color positive



Flat color reversed

### “Driven by OSSA” logo and phrase

These logos (shown below) and the “Driven by OSSA” phrase can be used only in combination with camera products.

Companies that use the “Driven by OSSA” seal and/or phrase:

1. Are OSSA members and have signed the an OSSA Membership or Participation Agreement.
2. Follow the OSSA Technology Stack for video security devices that prescribes the use of an open operating system (OS), including the following specifications:
  - OSSA Application Interface Specification
  - OSSA Compliant Camera Definition Specification
3. Ensure seamless connectivity within one centralized digital marketplace.
4. Offer the ability to install and execute third-party apps on their cameras.



White OSSA green gradient



Black with transparent background



White with transparent background

For more information on the “Driven by OSSA” seal and/or phrase, please consult the following document: OSSA Marketing Guidelines for Introducing Camera Products “Driven by OSSA”, which is available to OSSA Members only on the OSSA Member Portal.

### How can OSSA members use the OSSA Marks?

Only OSSA member companies may use the OSSA Marks for member’s corporate, promotional and marketing purposes subject to the terms of this policy and other OSSA policies and guidelines. Members may use the OSSA Member logo and the “OSSA” word mark within the phrases, “OSSA Member” and “Member of OSSA” to indicate membership.

### 3.1. Specific guidelines for using the OSSA marks

This section begins by establishing what is permitted and not permitted, with respect to a member company's Product(s).

All members – including those who have products that they expect to eventually meet the requirements of “Driven by OSSA” – may refer to their OSSA membership in their public communications using the below list:

- **Example:** “OSSA member,”
- **Example:** “OSSA Sponsor/Contributor/Adopter member<sup>3</sup>,”
- **Example:** “Member of OSSA.”

**Note:** The following phrases have not been defined by OSSA and may not be used to describe any products whether or not they meet the requirements to use “Driven by OSSA”:

- “OSSA compliant”
- “OSSA certified”
- “OSSA interoperable”
- “OSSA tested”
- “OSSA conformant”
- “OSSA driven”
- “OSSA ready”

#### Use of the “®” symbol with the OSSA logo

The registered trademark symbol “®” must be added in superscript format immediately following the OSSA logo wherever the logo first appears on product packaging, products, web pages, and marketing pieces, and in textual information. Then, as a footnote on the page where the ® symbol is first used, you should include the text “the OSSA logo is a trademark of the Open Security & Safety Alliance, Inc.”

#### Use of the “®” symbol with the OSSA word mark

The registered trademark symbol “®” must be added immediately following the OSSA word mark wherever it first appears on product packaging, products, web pages, and marketing pieces, and in textual information. Then, as a footnote on the page where the ® symbol is first used, you should include the text “the OSSA word mark is a trademark of the Open Security & Safety Alliance, Inc.”

Consistent and positive use of OSSA trademarks benefits all OSSA members; do not portray the OSSA word mark or logo in a negative manner or in any way that weakens, creates confusion or otherwise depreciates any OSSA Mark.

<sup>3)</sup> Dependent on the OSSA membership level obtained by the relevant company

## Spelling requirement

The OSSA word mark is a trademark, and as such its spelling cannot be changed.

**Correct:** OSSA

## Format requirement

The OSSA word mark is a trademark, and as such its spelling cannot be changed. The OSSA word should always be displayed in all capital (upper case) letters.

**Incorrect:** the Ossa word mark...

**Incorrect:** the ossa word mark...

**Incorrect:** the OsSa word mark...

**Correct:** the OSSA word mark...

## No possessives or plurals or hyphenations

**Incorrect:** OSSA's Specification includes...

**Correct:** The specification of OSSA includes...

## Not be used as a verb

**Incorrect:** OSSA your next video surveillance system.....

**Correct:** Build your next video surveillance system with OSSA member company products...

## Product and Company Names

The OSSA word mark must not be incorporated as part of a company, business, product or trade name. Only OSSA is permitted to use the word mark in such a manner.

**Incorrect:** OSSA Consultants

**Incorrect:** OSSA Partners

**Incorrect:** OSSA Enterprises

**Incorrect:** MyOSSA, Inc.

**Incorrect:** XYZ Product for OSSA

**Incorrect:** XYZ OSSA Product Name

## References to OSSA

Use of the term "OSSA" by a member to reference the OSSA organization is not permitted unless the full name – Open Security & Safety Alliance – is used in the first instance of its use in a public document.

**Example:** "The name of the organization is the Open Security & Safety Alliance (OSSA®). The charter of OSSA is..."

## Websites

The OSSA word mark is not to be used in a domain name or as a URL. The only exceptions to the rule are for the domain names owned by OSSA.

**Incorrect:** [www.OSSA.co.uk](http://www.OSSA.co.uk)

**Incorrect:** [www.unpluggedOSSA.com](http://www.unpluggedOSSA.com)

**Incorrect:** [www.OSSA.biz.com](http://www.OSSA.biz.com)

**Incorrect:** [www.OSSAMember.org](http://www.OSSAMember.org)

**Correct:** [www.NotDot11.com/OSSA](http://www.NotDot11.com/OSSA)

**Correct:** [www.NotSoFastWireless.com/OSSA/solutions](http://www.NotSoFastWireless.com/OSSA/solutions)

## 4 OSSA Brand Guidelines

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Any use of the OSSA Logos must comply with the OSSA Brand Guidelines maintained by the OSSA Marketing Committee and located on the OSSA Member Portal in the *Brand assets -> Brand guidelines* folder in the [All Members area](#).