Project Trademark Usage Guidelines

For Eclipse® Projects

Names

First occurrence must be prefixed with "Eclipse" (*Full Name*)

- "Eclipse Woolsey Intellectual Property Tools"
- "Eclipse Woolsey"

Brand Name/Nickname

- "Woolsey"

Short/Technical Name

- "technology.woolsey"

Trademarks

All project names are trademarks of the Eclipse Foundation

- Many additional product names (e.g. "Zest") and all simultaneous release names are also trademarks of the Eclipse Foundation
- Logos and other assets can also be trademarked
- Unregistered unless specifically noted

Trademarks can only be held by a legal entity

- Projects or project communities cannot legally assert trademark ownership
- The Eclipse Foundation owns the trademarks on behalf of the community

Registered Trademarks

Trademarks are registered on a case-by-case basis

- Work with the PMC and the EMO to determine if registration is required and in what countries

Eclipse® is a registered trademark of the Eclipse Foundation in Canada, EU, and US

Trademark Symbols

First occurrence must have the appropriate symbol

- ™ for trademarks (project/product name)
- ® for registered trademarks

Logos should also include the appropriate symbol

Don't get too crazy

- ~~"Eclipse® Paho™ Neon™ Edition"~~
- "Eclipse Paho™ Neon Edition"

Project Website

First mention of the project name must and other prominent references must:

- Start with "Eclipse"
- Include a trademark symbol (™)

For example:

- Eclipse Paho™
- Eclipse Communication Framework™

Project Website Footers

Project Metadata, Other References

Keep metadata up-to-date

- First mention of the project in the description should use the full name with appropriate symbol

Other Key resources must conform

- Contribution guides, documentation, blog posts, etc.

External Websites

The EF-provided site must be the primary development website

- Others may be *user portals* with links to the primary development website

External websites use must:

- Conform to the Guidelines for Eclipse Logos & Trademarks;
- Acknowledge that the name is an Eclipse Foundation trademark; and
- Indicate that the content is distinct (i.e. "arm's length") from the project.

Domain names that use a trademark must be approved by the EMO and owned by the Eclipse Foundation
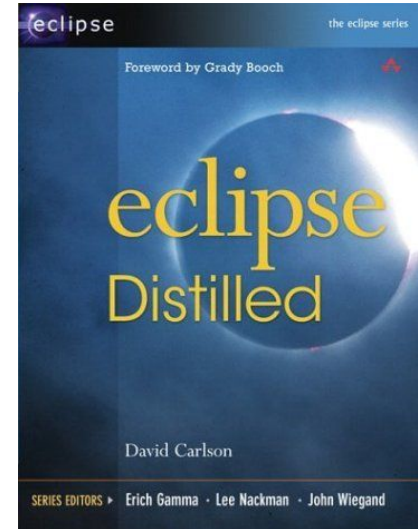
Books, Articles, Papers, Events, etc.

Must conform to the Guidelines for Eclipse Logos & Trademarks

Exceptions must be approved by EMO (in conjunction with project leadership)

- "Dirigible Labs"
- "Eclipse Summit India"

Random Stuff

"Eclipse" should be used as an adjective (not a noun)

Conform to owner's trademark usage guidelines

- ~~"Eclipse Java"~~
- "Eclipse IDE for Java™ Developers"

Make sure that your copyright statements are correct

Links

https://www.eclipse.org/projects/handbook/trademarks.php

https://eclipse.org/legal/logo_guidelines.php