

## BlackBerry Trademarks Public Use Guidelines

BlackBerry Limited is the owner of the famous BlackBerry® trademark and other numerous trademarks, including word marks, logos, trade dress, service marks and product imagery (BlackBerry Trademarks). The BlackBerry Trademarks symbolize the reputation and goodwill of BlackBerry and serve to identify and distinguish its products and services from those of others.

To maintain the distinctiveness of the BlackBerry Trademarks, we must ensure that these assets are not used by third parties in such a manner as to confuse consumers into believing there is an affiliation with or an endorsement by BlackBerry, when in fact there is none.

The BlackBerry Trademarks are comprised of two main groups: the BlackBerry word trademarks (“BlackBerry Word Marks”) and the BlackBerry logos. These guidelines, which may be updated from time to time at BlackBerry’s sole discretion, address the permissible use by the public and non-licensed users\* of the BlackBerry Word Marks only. The use of BlackBerry logos and trade dress by the public is strictly prohibited. If you wish to use any of the BlackBerry Trademarks beyond the use permitted in these guidelines, please email the [BlackBerry Brand Marketing Team](#).

### Permissible Use of BlackBerry Word Marks

In general, you may only use the BlackBerry Word Marks to describe a BlackBerry product or service. The BlackBerry Word Marks must be used in a manner that is factually accurate or to indicate that your product or service is compatible with BlackBerry products or services and such use is permissible **provided you do so in compliance with the following:**

1. The BlackBerry Word Marks are always used as adjectives and not as a noun or verb.  
  
Acceptable: “The BlackBerry® smartphone is...”  
Not acceptable: “The BlackBerry is...”
2. The BlackBerry Word Marks are followed by the appropriate generic product or service term (e.g. smartphone, charger, battery).  
  
Acceptable: “BlackBerry® smartphone”  
Not acceptable: “BlackBerry”
3. The BlackBerry Word Marks are not used in the plural or possessive form.  
  
Acceptable: “BlackBerry® smartphones”  
Not acceptable: “BlackBerries”
4. The proper product names (see sample list below) must be used. For example:  
  
Acceptable: “BlackBerry® Classic® smartphone”  
Not acceptable: “BlackBerry Classic”
5. The proper trademark markings are used for registered (®) and unregistered marks (™).  
  
Acceptable: “BlackBerry®”  
Not acceptable: “BlackBerry™”

6. The proper notice attributing ownership of the trademarks to BlackBerry is included.

*[BlackBerry Trademark used] is the trademark or registered trademark of BlackBerry Limited, the exclusive rights to which are expressly reserved. [User Company Name] is not affiliated with, endorsed, sponsored, or otherwise authorized by BlackBerry Limited.*

**Referential or Nominative use of the BlackBerry Word Marks is not permitted in the following contexts:**

1. As part of your website, domain name, product or service name, trade name or corporate name (e.g. www.blackberrywirelessaccessories.com).
2. In a manner that might impair, jeopardize, violate, infringe or bring into disrepute the BlackBerry Word Marks or related BlackBerry intellectual property or other rights.
3. In a manner that is harmful, obscene, disparaging, defamatory, objectionable or libelous to BlackBerry, its products or services, affiliates, partners or any other person.
4. In a manner that directly or indirectly suggests sponsorship, affiliation or endorsement of your company, product or service by BlackBerry.
5. When the BlackBerry Word Marks are a prominent visual element used in association with your product or service.
6. It is not permissible to use a variation, abbreviation or takeoff of the BlackBerry Word Marks. For example, "BlackBerries" is not acceptable use with reference to any products or services of BlackBerry.

By using the BlackBerry Word Marks, in whole or in part, you are acknowledging that BlackBerry is the sole owner of the trademarks and promise that you will not interfere with BlackBerry's rights in the trademarks anywhere in the world.

Any use of the BlackBerry Word Marks in a manner that is inconsistent with these Guidelines is unauthorized. The use of trademarks, trade names, corporate names or domain names that are confusingly similar to the BlackBerry Word Marks is also prohibited. BlackBerry reserves the right to take action against any third party making unauthorized use of the BlackBerry Word Marks or any other mark that could be considered confusingly similar to the BlackBerry Word Marks.

**BlackBerry Word Marks - Examples**

Set out below are some of the BlackBerry Word Marks. The symbol adjacent to the trademark indicates the status of the trademark in the United States (@ indicates a registered trademark; ™ indicates a trademark). The marks listed as registered @ may also be registered in other countries. Please note that the status of BlackBerry Word Marks is subject to change. The absence of a trademark from the sample list below does not constitute a waiver of any rights BlackBerry may have in any of its trademarks, product names, service names, logos, and/or product series numbers. It should also not be inferred by such absence that BlackBerry does not use the mark, that the mark is not a registered trademark of BlackBerry or that the BlackBerry product or service is not actively marketed or is not significant within its relevant market.

<b>Trademark</b>	<b>Descriptive Term</b>
BBM®	app, application
BES®	technology
BES®10	technology
BES®12	technology
BlackBerry®	device, smartphone, tablet
BlackBerry® 10	OS
BlackBerry® Assistant™	technology
BlackBerry® Balance®	technology
BlackBerry® Blend™	app, application
BlackBerry® Bold®	smartphone
BlackBerry® Bridge™	app, application
BlackBerry® Classic®	smartphone
BlackBerry® Cloud™	technology
BlackBerry® Connection®	newsletter
BlackBerry® Curve®	smartphone
BlackBerry® Guardian™	technology
BlackBerry Leap™	smartphone
BlackBerry® Link™	technology
BlackBerry® Messenger™	app, application
BlackBerry® Passport™	smartphone
BlackBerry® Pearl®	smartphone
BlackBerry® PlayBook™	OS, tablet

**Trademark****Descriptive Term**

BlackBerry® Protect™

app, application

BlackBerry® Q5

smartphone

BlackBerry® Q10

smartphone

BlackBerry® Radar™

technology

BlackBerry® Storm®

smartphone

BlackBerry® Style™

smartphone

BlackBerry® Torch™

smartphone

BlackBerry® Tour®

smartphone

BlackBerry® Traffic®

app, application

BlackBerry® Travel™

app, application

BlackBerry® Unite!™

app, application

BlackBerry® WebWorks®

app, application, SDK

BlackBerry® World®

storefront

BlackBerry® Z10

smartphone

BlackBerry® Z30

Smartphone

eBBM™

app, application

eBBM Suite™

app, application

PRIV™ by BlackBerry®

Smartphone

SurePress®

technology

SureType®

technology

Word Mole®

app, application

BlackBerry reserves the right to object to any unauthorized, unfair, improper or infringing use of its trademarks, logos, product names, service names, and/or product series numbers whether or not expressly included in the list above.

This list is updated as of May 19, 2016.

### **Licensed Users \***

BlackBerry values its relationships with licensed partners, including carriers, distribution partners and developers, who market BlackBerry devices, services and applications as part of their offerings.

If you are a licensed partner, your use of the BlackBerry Trademarks is governed by your agreement with BlackBerry and, where applicable, the [BlackBerry Branding Guidelines for Trademark Licensees](#) which may be updated from time to time at BlackBerry's sole discretion.

If you have any questions or concerns, please feel free to reach out to [BlackBerry Brand Marketing Team](#).

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