

## FalconStor Trademark Usage Guidelines

June, 2021

FalconStor's trademarks are valuable assets that the company seeks to protect. Therefore, we ask that you use our trademarks properly in accordance with the following guidelines. These guidelines apply to the use of all FalconStor trademarks in advertisements, marketing materials, labels, press releases, product literature, websites, catalogs, brochures, training materials, user documentation, packaging, and all other instances in which the trademarks are used.

### For Questions Regarding these Guidelines

The following guidelines are examples of how FalconStor trademarks should and should not be used. If you have any questions concerning the use of these guidelines, please contact our Marketing Department at [marketingsupport@FalconStor.com](mailto:marketingsupport@FalconStor.com).

### Permissible Use

You may generally use FalconStor trademarks to refer to FalconStor's products and services. For example, an authorized reseller can issue a press release stating that they are selling StorSafe®. Original Equipment Manufacturers (OEMs) can include labels on their hardware that says "Powered by FalconStor StorSafe®".

### Prohibited Use

You may not use FalconStor trademarks in a manner which could cause confusion as to FalconStor sponsorship, affiliation, or endorsement.

You may not use any FalconStor trademark or product name in combination with the trademark or product name of a third party.

### Trademark Usage

- Use the appropriate trademark attribution (® or ™) for each trademark.
- Trademarks are used as adjectives. Do not use trademarks as nouns, verbs, or in the possessive. You must use a generic term with the trademark the first time the trademark appears in text and as often as possible after that.
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**Improper:** StorSafe®'s benefits include industry-leading deduplication.

**Correct:** Industry-leading deduplication is one of the benefits of the StorSafe® software.

### Correct Trademark Use of Company Name

FalconStor Software, Inc., is the name of our company and should not be used with a trademark symbol. FalconStor Software or FalconStor, when used to refer to FalconStor Software, Inc., are trade names and should not be followed by a trademark symbol.

**Improper:** FalconStor Software®, Inc., is a Delaware corporation.

**Correct:** FalconStor Software, Inc., is a Delaware corporation.

**Improper:** FalconStor® develops industry leading solutions.

**Correct:** FalconStor develops industry leading solutions.

**Improper:** The solution set provided by FalconStor Software® provides lightning-fast secure backup and recovery.

**Correct:** The solution set provided by FalconStor Software lightning-fast secure backup and recovery.

**Improper:** FalconStor Software solutions provide lower TCO.

**Correct:** FalconStor Software® solutions provide lower TCO.

**Correct:** FalconStor® solutions provide lower TCO.

#### **List of Trademarks**

FalconStor Software®

FalconStor®

StorGuard®

StorSight®

StorSafe®

DiskSafe™

WORMLock™

RecoverTrac™

MicroScan™

#### **Assigning Ownership of Trademarks**

The following text should be included in all materials referring to any FalconStor trademark:

*FalconStor Software and \_\_\_\_\_ are either registered trademarks or trademarks of FalconStor Software, Inc., in the United States and other countries.*

#### **Corporate Identity Guidelines**

“FalconStor” takes an initial capital letter in text and copy; the “S” is likewise capitalized. It can appear in all capital letters in a headline when the other words are also all in capital letters.

**Improper:** FALCONSTOR Software, Inc.

**Correct:** FalconStor Software, Inc.

**Permissible:** FALCONSTOR SOFTWARE DELIVERS ADVANCED STORAGE SOLUTIONS...