

Juniper Networks, Inc. Trademark Usage Guidelines

Juniper's Trademark Usage Guidelines

Introduction

Juniper Networks, Inc. owns and maintains a large portfolio of trademarks, including wordmarks, service marks, logos, images, slogans, designs and trade dress (hereinafter, "Juniper Marks" or "Marks"). Juniper Networks' Marks are valuable assets to the company, and are legally protected in the United States and various jurisdictions around the world. As such, any use of Juniper's Marks must be made in compliance with the following Trademark Usage Guidelines or as otherwise expressly permitted by Juniper Networks, Inc.

A list of commonly used Juniper Marks, including registered trademarks and common law trademarks, in the United States and certain other countries can be found under the Trademarks section of Juniper's [Legal Notices page](#). Not all common law marks used by Juniper Networks are listed on this page. This list may be updated from time to time and is not a comprehensive list of all Juniper Marks. Failure of a mark to appear on this list does not mean that the mark is not used by Juniper Networks, nor that a product or the associated mark is not actively in use or is not significant within its relevant market(s).

Any other third party trademarks, service marks, registered trademarks, or registered service marks may be the property of their respective owners.

Juniper Networks assumes no responsibility for any inaccuracies in this document. Juniper Networks reserves the right to change, modify, transfer, or otherwise revise this publication without notice.

Trademark Usage Guidelines

Juniper Networks' Marks are important to our brand identity and must be used properly. The following Trademark Usage Guidelines ("Guidelines") govern the use of all Juniper Networks trademarks, including wordmarks, service marks, logos, slogans, designs and trade dress ("Juniper Marks"). Without permission from Juniper Networks, third parties should not use Juniper's Marks in any manner that suggests affiliation or association with Juniper Networks. If a party has received permission to use a Mark from Juniper, the party may use the Mark(s) solely in accordance with these Guidelines. Juniper Networks reserves the right to revise these Guidelines from time to time, without notice.

▪ **Requests for Use**

A list of commonly used Juniper Marks can be found on Juniper's [Legal Notices page](#), and may change from time to time. The Marks are available for use upon approval by Juniper Networks. Any person or company interested in using the Marks must submit a request to use the Marks using the [Juniper Networks Trademark Use Request Form](#) (the "Trademark Use Request Form"). In some cases, a party may negotiate use of the Marks as part of a broader agreement or have already been granted certain rights to use the Marks. In these cases, the party may not need to submit a Trademark Use Request Form. For questions or confirmation regarding such agreements, please email trademarks@juniper.net.

To request permission to use a Juniper Mark, please submit a completed Trademark Use Request Form to: trademarks@juniper.net.

Requests will be approved or denied in the sole discretion of Juniper Networks. Notification of approval will only be valid upon receipt of an approval in writing (email or hard copy) from Juniper Networks. If approved, only the Marks listed on the approved Trademark Use Request Form may be used by a requester, and the Marks may be used only for the purpose stated in the approved Trademark Use Request Form. Any other desired use requires a separate grant of permission.

▪ **Proper Usage**

The Marks are intellectual property and therefore are considered assets of Juniper Networks. To ensure the Marks are neither diluted nor infringed, Juniper Networks reserves the right to require parties using Juniper Marks to resize, move, or remove the Marks for any reason whatsoever, and any permitted use(s) of the Marks are conditioned on adherence to the following rules:

1. Always use a Mark as an adjective.
 - a. The Marks are used to distinguish products and services provided by Juniper Networks. Use of a Mark followed by a product name, service, or other noun, such as "software" should be accompanied by the appropriate symbol indicating the status of the Mark (e.g., Junos® Software).

- b. The Marks should never be used as nouns or verbs, and never in possessive or plural form.
2. Use the ® symbol to indicate Juniper Networks' registered trademarks and the ™ symbol to indicate Juniper Networks' claimed trademarks. Always use the proper trademark symbol in superscript or subscript, when technically feasible, and position it immediately after the trademark to which it applies (e.g. Juniper Networks ®). If superscripts and subscripts are unavailable, use parentheses: (TM) or (R).
3. Spell and capitalize the Marks exactly as they are shown in the list of Juniper trademarks available on Juniper's [Legal Notices page](#). Distinguish the trademark from surrounding text in some way, either by capitalizing the first letter, capitalizing or italicizing the entire mark, or placing the mark in quotes.
4. Juniper Networks, Inc. is our tradename and the name under which we conduct our business. When used in reference to Juniper Networks, Inc. as a business or corporation, Juniper Networks, Inc. is a noun and does not require the ® or TM designation in such context.
5. Authorized partners, resellers, and licensees may use the Marks as expressly permitted in the terms of their agreement with Juniper Networks and these Trademark Usage Guidelines. In addition, any such use must always be made in conjunction with the appropriate terms that define the relationship between the authorized user and Juniper Networks (e.g., Authorized Value Added Reseller).
6. The Juniper Networks name and the Marks must be visually distinguishable from a third party's name, as well as their products and service name(s), and should not be used as a part of their product, service, solution, or program name(s).
7. All references to Juniper Networks or the Marks must be truthful, accurate, and not misleading.
8. Always use the proper spelling and, if applicable, proper stylization, for the Marks.
9. Use only Juniper-approved artwork when using Juniper's logos or stylized design marks. When reproducing any Juniper Networks supplied logos or designs, the only modification you are allowed to make is to resize the logo or image in proportion to their original height and width. No resampling or other attempted duplication is allowed, and no other alternations, modifications, cropping, additions, or edits to the logos or designs are permitted. Any use of the Juniper Networks logos must appear in their original colors as supplied by Juniper Networks. For more information on appropriate logo usage, please refer to our [Logo Use Guidelines](#).
10. Any "fair use" of the Marks, or use by a third party without express permission or license from Juniper, is limited to text-only reference to the Marks, such as product or service names, and excludes the use of Juniper logos and any stylized marks or designs.

For examples of proper symbol placement and spelling for some of Juniper's Marks, please refer to the list of commonly used trademarks on Juniper's [Legal Notices page](#).

▪ **Prohibited Uses**

Juniper Networks diligently guards against any violation of its trademark rights and prohibits any use of the Marks that may constitute infringement, dilution, or disparagement. To ensure Juniper's Marks are used correctly, any permissible use of Juniper's Marks must comply with Juniper's applicable guidelines and the following rules:

1. Do not hyphenate, misspell, abbreviate, pluralize a Mark, or otherwise vary any of the Marks.
 - a. For example, do not say: "Juniper MXes" or "Juniper-MX".
 - b. Instead, do say: "Juniper MX routers".
2. Do not use a Mark in a manner that can reasonably be construed to imply either an affiliation with or an endorsement by Juniper Networks, without the express written permission of Juniper Networks.
3. Do not adapt, alter, or modify any Mark in any way.
4. Do not use the Marks in a manner that is likely to dilute, defame, disparage or harm the reputation of Juniper Networks, its products, partners, vendors, customers, employees or affiliates.
5. Do not display the Mark on any site that disparages Juniper or its products or services, infringes any Juniper intellectual property or other rights, or violates any state, federal, or international law.
6. Do not use any trademark, name, or designation that is confusingly similar to the Juniper Networks name or any of the Marks.
7. Do not copy or imitate any Juniper Networks trade dress, type style, logo, product packaging, or the look, design, or overall commercial impression of any Juniper Networks website, publications, or other materials.
8. Do not register or seek to register any of the Marks, or any mark or name that is confusingly similar to a Mark.
9. Do not register or use any domain name that incorporates any of the Marks or the Juniper Networks name, unless you have been explicitly authorized to do so by Marketing or Legal.
10. Unless you are an actual Juniper Networks corporate entity, or an affiliate with a contractual relationship with Juniper Networks that specifically authorizes such use, do not use or permit any third party, including channel sales partners, VARs, or others, to use or incorporate the Marks in your or the third party's domain name or company name.