FACE™ Trademark Usage Guidelines & Copyright Permissions

The Open Group Future Airborne Capability Environment (FACE™) Consortium uses FACE™ and FACE logo design™ ("the Trademark(s)") in connection with, but not limited to, FACE open standards, guides, products, services and certification of conformance. These are both trademarks of The Open Group. Proper use of the Trademark(s) reinforces its role as a brand and helps prevent it from becoming a generic name that can be used by anyone. We ask that you help us protect our mark by adhering to these correct usage guidelines. However, of themselves, these guidelines do not grant permission to use any trademark.

Please note that the FACE Trademark(s) may not be used:

- As a generic term;
- In conjunction with product names, domain names, business names, logos and similar usage without prior permission from The Open Group;
- With or in connection with words (such as but not limited to "certify(ied)", "conformant", "accredited", "official", "approved" "guaranteed" "recognized") that imply certification of conformance where none has been granted by the FACE Certification Authority (CA);
- With or in connection with "compliance"; there is no FACE “compliance” certification, but only conformance certification.
- In any way that could cause confusion as to sponsorship, affiliation, or endorsement by The Open Group or The Open Group FACE Consortium.

When using the Trademark:

- The FACE Consortium has established the FACE Conformance Program, under which products may be certified as conforming to the FACE Technical Standard. NO USE may be made of the Trademark(s) on or in connection with products, EXCEPT THAT, it is acceptable to use the following:
  - Prior to submitting a product into the FACE Conformance Program, vendors may make factual claims that their product was developed to align with the requirements defined in the FACE Technical Standard.
    - Correct: My product XX was developed in alignment with the FACE™ Technical Standard.
    - Correct: My product XX is aligned with the FACE™ Technical Standard.
    - Incorrect: My product XX is FACE aligned.
    - Incorrect: My product XX is FACE conformant.
  - Vendors may make factual claims that they completed the FACE Verification process, only if they used one of the approved Verification Authorities (VAs) and can produce a valid Statement of Verification. Use of the term “FACE Verified” is not permitted.
    - Correct: My product XX has completed the FACE™ Verification process, with assistance from YYY, a FACE™ Consortium approved Verification Authority (VA). Valid Statement of Verification is available upon request.
Correct: My product XX has been verified to meet applicable requirements defined in the FACE™ Technical Standard. Valid Statement of Verification is available upon request.

Incorrect: My product XX is verified as FACE Conformant.

Incorrect: My product XX is FACE Verified.

Incorrect: My product XX is FACE Conformant.

Any claims of FACE product certification may only be made public after the FACE Certification Authority (CA) has issued the FACE Conformance Certificate and the Certified Unit of Conformance (UoC) has been added to the FACE Registry. In the case of a FACE Certified UoC which is not listed in the FACE Registry, the Software Supplier:

- MAY NOT make claims of UoC certification in any publicly available material, including, but not by way of limitation, marketing and publicity materials, web collaterals, trade show, or conference presentations.
- MAY show (but not provide a copy of except as set forth in the bullet immediately below) the applicable FACE Conformance Certificate to a customer or potential customer as evidence of UoC Certification.
- MAY provide a copy of the applicable FACE Conformance Certificate to a customer or potential customer upon request during the competitive process.

Vendors may make factual public claims that they completed the FACE Certification process after the CA has issued the FACE Conformance Certificate and the Certified UoC has been added to the FACE Registry.

- Correct: My product XX has been certified to conform to applicable requirements defined in the FACE™ Technical Standard.
- Correct: My product is certified as conforming to the FACE™ Technical Standard.
- Correct: My product XX is certified as FACE™ Conformant.
- Correct: My product XX is FACE™ Certified.
- Correct: My product XX is FACE Conformant.

In proposals, editorials or articles, but not in advertising, the Trademark(s) may be used without prior permission, provided that the rules in our Trademark Usage Guidelines are followed. In all other cases, obtaining prior permission is required.

Detailed guidelines referring to the visual presentation, graphical design, form, and manner of use must be followed. The Trademark(s) must always be used in white around them and must never be superimposed on or used in association with other graphics or trademarks.

In print, whenever and wherever the Trademark(s) appear, they must be distinguished from the surrounding text. This applies to all forms of printed media, including advertising copy, product packaging, brochures, manuals, internal memoranda, editorial, articles, press releases, correspondence, projected and handout presentation materials, and to computer or other digital electronic device video screens. Methods of distinguishing the Trademark include printing it in UPPER CASE, italicized font, bold-faced font or placing the Trademark in "quotation marks".
• The Trademark should be used as an adjective, and always be followed by the common generic (dictionary name) of the product: For example: FACE Technical Standard, FACE Conformance, FACE Reference Implementation Guide, FACE Business Practices, FACE Conformance Program, FACE Conformance Policy, FACE Conformance Certificate, FACE Business Guide, FACE Contract Guide, FACE Data Model, FACE Enterprise Architecture Work Products, FACE tools, FACE Conformance Test Suite, FACE SDKs, FACE ITKs, FACE work products, FACE artifacts, FACE Warranty of Conformance, FACE data rights, FACE Library, FACE Registry, FACE Repository, etc.

• Never use the Trademark as a noun
  • Incorrect: FACE™ is being increasingly leveraged within Government and Industry products
  • Incorrect: ABC company will implement FACE.
  • Correct: The FACE™ approach is being leveraged on current systems today to provide new capabilities at lower integration cost.
  • Correct: EFG Company will develop a FACE™ implementation.

• Never use the Trademark as a verb
  • Incorrect: ABC company FACEified xxx product.
  • Incorrect: ABC company will FACE xxx product.

• Never use the Trademark with the word "compliant"
  • Incorrect: ABC company has a FACE Compliant product.

• Never use the Trademark in plural form
  • Correct: ABC company and EFG company use the same systems that specify the FACE™ standard
  • Incorrect: ABC company and EFG company use the same FACEs

• Never use the Trademark in possessive form:
  • Correct: The FACE™ application programming interface specifications
  • Incorrect: FACE’s programming interfaces.
  • Correct: The structure of the FACE™ documentation
  • Incorrect: The structure of FACE’s documentation

• Refrain from hyphenating a Trademark:
  o Correct: FACE™ component-based
  o Incorrect: FACE-based, FACE-like
  o Correct: connecting applications to FACE™ architectures
  o Incorrect: Apps-to-FACE
  o Correct: FACE™ Conformant
  o Incorrect: FACE-Conformant
  o Incorrect: FACE-Compliant, FACE Compliant

• The Trademark should never be combined to form a new word, combined with other words, be hyphenated, or abbreviated:
• Incorrect: FA*C
• Incorrect: FACEy
• Incorrect: FACEified
• Incorrect: FACE <product name>, FACE<product name>
• Incorrect: non-FACE

• The Trademark should never follow another acronym or proper name, which could be perceived as a new trademark containing the FACE acronym:

  • Incorrect: COTS FACE Solution
  • Incorrect: Company XXX FACE representatives
  • Incorrect: POSIX FACE APIs
  • Correct: FACE™ COTS solutions, or FACE™ solutions based on COTS products
  • Correct: FACE™ representatives from XXX
  • Correct: FACE™ APIs from POSIX® Standard, or FACE™ APIs based on POSIX® Standard
Trademark Acknowledgment and Attribution

Trademark acknowledgment and attribution is important as it reminds competitors, licensees, customers, and others that The Open Group claims exclusive rights in the marks, and is required whenever a Trademark of The Open Group is used.

At the first and most significant use of the Trademark, and in subsequent topics or pages where the trademark would appear independently if separated, you should use the appropriate trademark symbol, ™ for an unregistered trademark or ® for a registered trademark, and include the following attribution of The Open Group’s ownership of the Trademark at the footnote or credit section of your document, publication, product, or other communication.

FACE™ and logo design are trademarks of The Open Group in the United States and other countries.

Please note that:

• It is acceptable to use an asterisk in place of the trademark symbol where the medium used (for example, electronic mail) cannot reproduce the ® or ™ symbols. However, this is not intended to authorize use of the asterisk as the norm.

• You may translate the trademark attribution to national language(s).

• Blanket or generic attributions (such as “All trademarks are the property of their respective owners”) are not acceptable.

• Individual trademarks may be acknowledged.

COPYRIGHT PERMISSIONS

Fair use extracts from our published Materials is permitted when referencing the Technical Standard for Future Airborne Capability Environment (FACE™) and its updates with the appropriate citations, copyright, and trademark acknowledgement/attributions. For your ready reference, the following examples of appropriate wording may be used:

• ™ symbol is affixed after mention of FACE in titles and headers: FACE™

• Footnote citation/ attribution: **Technical Standard for the Future Airborne Capability Environment (FACE™), Edition 2.0, © 2013 The Open Group. FACE™ is a trademark of The Open Group in the United States and other countries.**

• Publication front matter acknowledgement/ attribution (as applicable): "xxxx acknowledges The Open Group for permission to include text/figures derived from its copyrighted **Technical Standard for the Future Airborne Capability Environment (FACE™), Edition 2.0. FACE™ is a trademark of The Open Group in the United States and other countries."

• Illustrations should include the copyright mark: ©The Open Group.

When acknowledging excerpts from other FACE publications, replace the italicized title, edition and year of publication in the example above with the actual title, edition and year of publication of the FACE Consortium document being referenced.