

oneapp Trademark Usage Guidelines

These Trademark Usage Guidelines are for oneapp and its affiliates' licensees, authorized resellers, developers, customers, and other parties who wish to use oneapp's trademarks, names, and logos ("oneapp Trademarks") for their own purposes, including in promotional, advertising, instructional, or reference materials, or in or on websites, products, labels, or packaging. Note that any use of oneapp logos and/or use of any oneapp Trademarks outside of these guidelines requires permission and without such permission may constitute trademark infringement under federal and state laws.

oneapp Trademarks

The oneapp Trademarks are valuable assets oneapp needs to protect. We ask that you help us by properly using and crediting the oneapp Trademarks in accordance with these guidelines.

oneapp Do's and Don'ts

Below is a list of Do's and Don'ts that will help guide you in using the oneapp Trademarks correctly:

General Uses of oneapp Trademarks

Do's

- Use the oneapp Trademarks to refer to the associated oneapp products or services. Example: An authorized developer may note in their advertisements and products that they utilize the oneapp software. Similarly, such a developer may issue a press release stating that they have built their product on the oneapp platform.

Don'ts

- Do not use the oneapp Trademarks as the most noticeable or most pronounced aspect in any materials.
- Do not manufacture, sell, or give-away merchandise items, such as T-shirts and mugs, bearing any of the oneapp Trademarks or any other oneapp marks or names, including symbols, logos, or icons, except pursuant to an express written trademark license from oneapp.

Use oneapp Trademarks as Adjectives

Do's

- Use the oneapp Trademarks as adjectives. Example: "oneapp platform's benefits"
- Use a generic term in association with each oneapp Trademark the first time the mark appears in text, and as often as possible after that. You need not include generic names in headlines, package titles and documentation titles. Example: "oneapp platform"

Don'ts

- Do not use the oneapp trademarks as nouns, verbs, or in the possessive or plural form. "oneapp's benefits" = ✗
- Do not vary the oneapp Trademarks by changing their spelling or abbreviating them. "oneappVBX" or similar = ✗

Truthful and Accurate Use

Do's

- Use or reference the oneapp Trademarks in a truthful and accurate manner.

Don'ts

- Do not use or reference the oneapp Trademarks in a misleading manner.
- Do not use any name or trademark confusingly similar to the oneapp Trademarks or any other trademark or trade name owned by oneapp for which oneapp has not given you permission.
- Do not use the oneapp Trademarks or potentially confusing variations in your Internet domain name. This helps prevent Internet users from being confused as to whether you or oneapp is the source of the web site. Example: www.oneappDomainName.com
- Do not imitate oneapp's trade dress, type style or logos.
- Do not copy oneapp's layout or styling of its web pages for use with your product, or display your product name in the distinctive logotype associated with the oneapp logo.
- See oneapp's Logo Usage below for more information.

Relationship with Your Products or Services

Do's

- Indicate the relationship of your products or services to oneapp's products or services by using accurate, descriptive taglines. Within text or body copy, such tag lines may appear in the same type as your product or service name. Example: You can use "with oneapp technology," or "built on the oneapp platform" in connection with your product or service name
- Make sure that the tag line appears in significantly smaller type than your name on product, packaging, advertising, and any other collateral where your product or service name is displayed apart from body copy.
- Distinguish the tag line from your mark by using a different font or color.
- If using a oneapp Trademark in your product name, please use the oneapp Trademark as an adjective and in a manner that would not cause confusion as to oneapp sponsorship, affiliation or endorsement. Example: XYZ for oneapp Platform NOTE: Please contact the oneapp Legal Department at trademark@oneapp.com if you wish to use a oneapp Trademark in your product name.
- If you are using a tag line or including a oneapp Trademark in your product name, please include the following disclaimer: "This product is not endorsed by or affiliated with oneapp Inc." unless you do have some official endorsement or affiliation with oneapp Inc.

Don'ts

- Do not use the oneapp Trademarks in such proximity to any of your own trademarks or trade names or third party trademarks so as to create a combination or composite mark.
- Do not use any of the oneapp Trademarks in a manner that could cause confusion as to oneapp sponsorship, affiliation or endorsement; or in a manner that shows oneapp or its products in a false or derogatory light.
- Do not use the oneapp Trademarks or potentially confusing variations as all of your company, product or service names. If you wish to note the relationship of your products or services to oneapp's products or services, please use an appropriate tag line or product name as detailed in this section. "XYZ [AKA your company or product name] with oneapp technology [AKA the

appropriate tag line]" = ✓ "XYZ for oneapp Platform" = ✓ "TwiXYZ or XYZ oneapp" = ✗ "XYZ for oneapp" = ✗

- Do not use the oneapp Trademarks in a manner that would be in violation of our [Acceptable Use Policy](#).

User Groups/Social Media

Do's

- oneapp generally permits use of its marks in a group's name that include phrases such as "user group," "special interest group," etc., that clarifies the relationship between oneapp and the group and does not create confusion about the source of the products or services. NOTE: This applies only to user groups that are not formally doing business as commercial entities.

Relationship of Products or Services

Don'ts

- Do not claim any trademark rights in the name or attempt to register the name or your logo with a trademark office if you are administering a user group that includes a oneapp Trademark in its name.
- Do not register the name as a trade name or business name, or conduct any business under the name if you are administering a user group that includes a oneapp Trademark in its name.
- Do not use oneapp Trademarks in any social media account handles or names, avatars, profile photos, icons, favicons, or banners. Example: @oneapplmpersonator

You may indicate the relationship of your products or services to oneapp products or services by using accurate, descriptive tag lines such as "with oneapp technology," "built on the oneapp platform" in connection with your product or service name. Within text or body copy, such tag lines may appear in the same type as your product or service name. On product, packaging, advertising and other collateral where your product or service name is displayed apart from body copy, make sure that the tag line appears in significantly smaller type than your name. You should also distinguish the tag line from your mark by using a different font or color.

Trademark Symbols

Proper trademark attribution through trademark symbols and credit lines helps make others aware of our rights, and helps prevent them from becoming generic terms. Credit lines also help clarify that they belong to oneapp. Accordingly, you should attribute ownership of the oneapp Trademarks to oneapp Inc. by using trademark symbols (TM or SM) and credit lines as detailed below.

Do's

- Use the TM symbol with the most prominent appearance of the "oneapp" mark on products, packaging, manuals, advertisements, promotional materials and Web page (for example, in the headline of an advertisement).
- Use the TM symbol in the first use of the mark in text or body copy. This includes situations where "oneapp" is a part of a product or service name (for example, oneappTM platform). Example: "XYZ Develops New Product on the oneappTM Platform. XYZ Corporation has developed the ABC app based on the oneappTM platform. The ABC app is one of numerous products XYZ has developed using oneapp software." * Explanation: "oneapp" receives a trademark symbol in the headline because this is the most prominent appearance, and when it appears as part of the "oneapp platform" name because this is the first appearance in text. While there is no trademark symbol after "oneapp" when it appears in front of the term "software" since this is not the first time that the term "oneapp" appeared in body copy. That said, it is always acceptable to continue using the TM after "oneapp" throughout the document.

Open Source Software

Most open source licenses do not grant, and many exclude, a license of trademark rights. Do not assume you can use the name of a source code base in the name of your distribution developed from that code base. Without a license or permission, you may not incorporate oneapp Trademarks in the name of your distribution or other products that incorporate open source elements. Truthful statements incorporating a trademark are generally allowed (for example, in the format "MyImplementation, derived from Trademarked ProductName"), but you should check the terms of the license for the original source code or any posted trademark guidelines for the project.

“oneapp” as a Trade Name

Trade names are the actual business names of companies. Trademarks and trade names are not the same, even though many companies use their trade names as trademarks. If you are using "oneapp" as a substitute for With One App, Inc., you are using it as a trade name. Because they are nouns, trade names can be used in the possessive and do not require a generic term or a trademark symbol. Thus, you should not use a TM after "oneapp" when it appears as part of the full corporate name or as a trade name.

Examples:

Corporate Name: This software was developed by With One App, Inc. Trade Name: This software was developed by oneapp. Trade Name: oneapp's latest software developments are outstanding. Trademark: The oneappTM platform leads the industry.

oneapp Logo Usage

Proper use of oneapp Trademarks reinforces their role as brands for our products and services, and helps prevent them from becoming generic names that can be used by anyone. Examples of former trademarks that became generic terms are "aspirin," "cellophane," and "escalator." By adhering to the following rules, you help protect oneapp's investment in its trademarks.

Request Permission - Logo Usage

The oneapp corporate logo is the most recognizable expression of oneapp's brand. We ask that you help us protect this important asset.

We understand and appreciate that oneapp's licensees, authorized resellers, developers, customers, as well as outside parties, may want to show affiliation with oneapp. However, use of the oneapp corporate logo to imply affiliation with or endorsement by oneapp without express written permission by oneapp is strictly prohibited. Affiliation with oneapp or oneapp programs does not imply the right to use the oneapp corporate logo.

Please contact the oneapp Legal Department using the contact information below. You will be asked a few questions to help us determine your intended use of the material and your relationship to oneapp. We will respond to you based on our policy and may ask you to provide additional information in order to review your request.

Correct Use

Proper use of the oneapp Trademarks reinforces their role as brands for our products and services, and helps prevent them from

becoming generic names that can be used by anyone. Examples of former trademarks that became generic terms are "aspirin," "cellophane," and "escalator." By adhering to the following rules, you help protect oneapp's investment in its trademarks.

Credit Line

Include the following trademark credit line in all products, packaging, manuals, advertisements, promotional materials, and web pages bearing oneapp Trademarks:

"oneapp is a registered trademark of oneapp Inc. and/or its affiliates. Other names may be trademarks of their respective owners."

If you are using any oneapp Trademarks in a tag line or your product name, please also include the following disclaimer, unless you do have some official endorsement or affiliation with oneapp Inc. (as mentioned in the Relationship with your Products or Services section):

"This product is not endorsed by or affiliated with oneapp Inc."

The credit line and disclaimer may appear anywhere on the collateral, but typically is displayed on a copyright page, the back of a package or at the end of a document or web page.

Ownership

Nothing in these guidelines gives you any right, title, or interest in the oneapp Trademarks, or any other trademark or trade name of oneapp, except the right to use the trademarks solely to identify your actual use of oneapp's software and platform. You agree that the oneapp Trademarks are solely owned by oneapp, and that all uses of the oneapp Trademarks, and all goodwill derived therefrom, whether or not done pursuant to written agreement, shall inure solely to the benefit of oneapp.

Additional Resources

In addition to these Trademark Usage Guidelines, please review the following policies and guidelines to ensure that you use the oneapp Trademarks correctly:

- [Acceptable Use Policy](#)

Changes to Guidelines

These Trademark Usage Guidelines are not expected to be a complete list of how to use the oneapp Trademarks. oneapp reserves the right to cancel, modify, or change these guidelines at any time. Please contact the oneapp Legal Department at trademark@withoneapp.com if you have any further questions.

Report Usage Violations

Please report suspected misuse of oneapp's logos, trademarks, or copyrighted material to trademark@oneapp.com.

Questions Or Requests

If you have any questions regarding oneapp Trademarks or to request permission for use, please contact the oneapp Legal Department

at:

support@withoneapp.com