

SANS Institute Trademark Use Policy

1. Introduction

SANS' purpose for this Trademark use policy is to establish a guideline of acceptable use of SANS references on web pages and in business practices. As a small business, it is very important that we are careful to protect and not allow or permit individuals to infringe on or misrepresent the SANS brand without permission.

2. Purpose

SANS' purpose is to author a publication on Trademark use policy to establish standards for acceptable and unacceptable use, how to request permission to use the brand, expectations to protect the SANS brand from misuse as well as the penalties of an unauthorized user.

3. Scope

The Trademark use policy provisions apply to all employees, independent contractors, personnel on payroll, salary and hourly, instructors, mentors, proctors, as well as all citizens under U.S. law and citizens of countries with reciprocal agreements to the Lanham Act.

4. Policy

4.1 Acceptable Use

Acceptable use includes using specifically designed web logos to link directly to the SANS website. Access to this web logo may be requested by writing webmaster@sans.org. The same logo may be used to promote a SANS venue naming an instructor, mentor, or proctor who may be participating. When the venue has been completed the link shall be removed.

4.2 Permission Request

Every individual shall request pre-approval for any/all intended uses from SANS in written form. SANS management will grant approval as appropriate.

4.3 Unacceptable Use

Unacceptable use includes use of SANS logos, implication of affiliation with SANS, or making claims of false representation on behalf of SANS. No party shall make any verbal, written or electronic representation of any previous, current or future relationship with SANS without a signed permission request from SANS for the specific representation. Any such consent granted by SANS shall have a specific time limit.

5. Expectations

SANS expectations include:

- a. All covered entities help protect the SANS brand and Trademark.
- b. All covered entities avoid infringing on the SANS brand and Trademark.
- c. All covered entities report any infringements of the SANS brand and Trademark they become aware of.

SANS Institute Trademark Use Policy

6. Enforcement and Penalties

SANS will act quickly in correcting the issue if the behavioral guidance in this policy is not followed up to and including a legal complaint or suit as needed. Any covered entity found to have violated this policy may be subject to disciplinary action, up to and including termination of employment or may be subject to legal action, up to and including litigation in federal court for Lanham act violations. Further, any such violator will be responsible for any legal fees, court fees, attorney fees, financial liabilities from loss of revenue to SANS due to misrepresentation including any other related fees to the matter.