**TRADEMARK POLICY**

Effective from July 15, 2021

Our trademarks and other brand features are protected by law. You need our permission in order to use them. For permission requests, please contact legal@tlnt.li

Generally, Talentli does not permit its employees, partners, third party developers, and the media to use its name, trademarks, tagline, brand images, screenshots, and any other brand assets and/or features (collectively, *the Talentli brand features*). Narrow and specific exceptions are detailed below. Any other uses must obtain prior approval from Talentli.

If you have an agreement with Talentli, the agreement requires you to seek permission in order to use the Talentli Brand Features. Note that even after you have received specific permission to use the Talentli Brand Features, you agree to adhere to this Trademark Policy.

We never approve the following types of requests because they violate our Terms of Service. So please do not ask permission to:

– Modify our brand features or combine them with any other designs, images, symbols, words, or incorporate them into a slogan;

– Use our name and trademarks in a way that implies affiliation with or endorsement by Talentli of your products or services;

– Use our name and trademarks in the name of your business, organization, group, event, product, service, domain name, app, social media account, or other offering;

– Use our name and trademarks more prominently than your product or service name;

– Use our name and trademarks on promotional materials that you are distributing or selling;

**1 The Talentli Name**

The following is the Talentli name:

**Talentli**

The Talentli name is a registered business name of Talentli LLC. The Talentli name need to be given the appropriate attribution notice. Example:

**The Talentli name is a registered business name of Talentli LLC.**

**2 The Talentli Trademarks**

A trademark can be a word, phrase, symbol, or design that distinguishes the source of the goods or services. Also, as trade dress, it can be the appearance of a product or its packaging, including size, shape, color, texture, structure, and graphics (e.g. retail store or website).

The following is a list of the Talentli trademarks. Talentli does not waive any of its intellectual property rights in any trademarks, product names, service names, or any other names that are not listed below.

**Talentli**

**TalentBank**

**TalentScore**

**TalentTrends**

**Complex Human Resource Information System or CHRIS**

The Talentli trademarks need to be given the appropriate attribution notice. Example:

**TalentBank is a trademark of Talentli LLC.**

**3 The Talentli Tagline**

The following is the Talentli tagline:

**Uncovering the hidden talents**

The Talentli tagline need to be given the appropriate attribution notice. Example:

**The Talentli tagline is a trademark of Talentli LLC.**

**4 The Talentli Brand Images**

The following are the Talentli brand images:

**The Talentli logo**

**The TalentBank logo**

**The TalentScore logo**

**The TalentTrends logo**

**The Complex Human Resource Information System or CHRIS logo**

The Talentli brand images need to be given the appropriate attribution notice. Example:

**The TalentBank logo is a trademark of Talentli LLC.**

**5 The Talentli Screenshots**

You may use an image of our homepage in either printed (e.g. books, newspapers, magazines, journals, posters, brochures, etc.) or digital (e.g. video, audio, texts, images, etc.) materials for an educational, illustrative, and/or instructive purposes.

You may NOT superimpose graphics, photos, or ad copy on the screenshot or otherwise change the look of the screen-captured image.

Also, you may NOT use a screenshot of any individual’s profile page or any organization’s profile page, nor may you use a screenshot which discloses a photo and/or personally identifiable information of any individual on Talentli, unless:

a the screenshot includes only your personally identifiable information;

b all photos and/or personally identifiable information of any individual is obfuscated and such individual(s) cannot be identified; or

c you have obtained written permission from all identified individuals to have their personally identifiable information displayed on the screenshot and to use such screenshot in the manner you intend.

The treatment of personally identifiable information of all individuals on Talentli is covered by our Privacy Policy.

**6 How to use the Talentli brand features**

– Use the Talentli name and trademarks in their exact form, with the correct spelling.

– Use the Talentli name and trademarks as adjectives, not as nouns or verbs.

**Brand features for use by employees.** The only use of the Talentli brand features that is permitted without a separate agreement is that if you are a Talentli employee.

**Brand features for use by partners.** If you have a current agreement with Talentli, you must request permission to use the Talentli brand features pursuant to the terms of the agreement. Please contact us at legal@tlnt.li with your request. Once approved, you may use the Talentli brand features in accordance with the terms of your agreement with Talentli and this Trademark Policy.

**Brand features for use by third party developers.** If you have a current agreement with Talentli as a third party developer, you must request permission to use the Talentli brand features pursuant to the terms of the agreement. Please contact us at legal@tlnt.li with your request. Once approved, you may use the Talentli brand features in accordance with the terms of your agreement with Talentli and this Trademark Policy.

**Brand features for use by the media.** If you are a member of the media, you may download the Talentli brand images for use in your reporting on our business. The Talentli brand images may not be altered, combined with other marks, or used in a misleading manner. Your use of the Talentli brand images is subject to your compliance with this Trademark Policy.

**Specific requests.** If you are a member of the media and have any specific requirements, please contact us at legal@tlnt.li

**Logo Display.** The Talentli brand images must stand alone. You must maintain a minimum amount of space between the Talentli brand images and other graphic or textual elements. To preserve the integrity and clarity of the Talentli brand images, a standard area of “clear space” should be maintained around the Talentli brand images in all uses. The minimum clear space is defined as “2x” where “x” is measured by the width of the type stroke of the letter “e” in the logo.

**Logo and Background Color.** The Talentli brand images should always be used in solid black for all digital and print applications. Unless the black version is not practical, in which case the Talentli brand images can be reproduced in solid white. The preferred background color for the Talentli brand images is solid white. The Talentli brand images in high resolution must be used for all print applications. They can be downloaded here. If you are a member of the media and have any specific requirements, please contact us at legal@tlnt.li

**Logo Size.** The Talentli brand images may be provided in different sizes/resolutions as PNG or EPS files. To ensure the resolution and quality are not degraded, PNG files may not be enlarged beyond their native/maximum size. EPS files may be enlarged beyond their native size. The minimum size is 21px tall on screen, or 7mm in print applications, measured by the height of the “e” letter.

**7 How to NOT use the Talentli brand features**

– Do not use the Talentli name and trademarks in the possessive or plural form.

– Do not use the Talentli name and trademarks in a way that suggests a common, descriptive, or generic meaning.

– Do not use the Talentli name and trademarks in a disparaging or degrading manner.

– Do not modify, shorten or hyphenate the Talentli name and trademarks.

– Do not combine the Talentli name and trademarks with any other word or words.

– Do not translate the Talentli name and trademarks in any other language.

– Do not register the Talentli name and trademarks as domain names or as any part of a domain name.

– Do not incorporate the Talentli name and trademarks into the name of your business, organization, group, event, product, service, domain name, app, social media account, or other offering.

– Do not use the Talentli brand features in a manner that would disparage Talentli or its products or services.

– Do not use the Talentli brand features in a manner that might create potential confusion as to the owner of the Talentli brand features or imply that Talentli is the source of your products or services.

– Do not incorporate the Talentli brand features into your own trademarks, logos, websites, web pages, apps, social media profiles, publications, or the like.

– Do not display the Talentli brand features in any manner that might imply a relationship or affiliation with, sponsorship, or endorsement by Talentli, or that can be reasonably interpreted to suggest that any content has been authorized by or represents the views or opinions of Talentli or Talentli personnel.

– Do not display the Talentli brand features as the primary or most prominent feature on your web page or in any non-Talentli materials.

– Do not display the Talentli brand features on any web page that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one years of age, or otherwise violates any law or regulation.

– Do not display the Talentli brand features in a manner that is in our sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Talentli.

– Do not copy or imitate the Talentli website design and/or structure.

**No Modification.** The Talentli brand images must be used as provided by Talentli with no modifications. Do not remove, distort or alter any element of the Talentli brand images, including changing any colors.

**8 Video and Audio Materials**

We do not permit the use of the Talentli brand features in any video or audio materials (e.g. films, clips, songs, TV commercials, Radio commercials, podcasts, etc.) except as a descriptive reference to Talentli or its services. Or without prior written permission.

**9 Digital Materials**

We do not permit the use of the Talentli brand features in any digital materials (e.g. texts, images, etc.) except as a descriptive reference to Talentli or its services. Or without prior written permission.

If you would like to use the Talentli screenshots in any digital materials, see “The Talentli Screenshots” section above.

**10 Printed Materials**

We do not permit the use of the Talentli brand features in any printed materials (e.g. books, newspapers, magazines, journals, posters, brochures, etc.) except as a descriptive reference to Talentli or its services. Or without prior written permission.

If you would like to use the Talentli screenshots in any printed materials, see “The Talentli Screenshots” section above.

**11 Manufactured Items**

Generally, we do not permit the use of the Talentli brand features on manufactured items (e.g. T-shirts, mugs, pens, packaging, etc.). If you would like to use the Talentli brand features on manufactured items, please contact us at legal@tlnt.li

**12 Termination**

We may request you to stop using the Talentli brand features at any time. You agree to stop using the Talentli brand features within a reasonable period of our request, but in no situation, more than 7 (seven) days after our request.

**13 Reservation of Rights**

Talentli is the owner of all rights in the Talentli brand features and reserves all rights save the limited license granted here. Your use of the Talentli brand features pursuant to this license shall not be construed as limiting any of the Talentli rights in the Talentli brand features.

TALENTLI DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESS OR IMPLIED BY LAW REGARDING THE TALENTLI BRAND FEATURES (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.

**14 Additional Information**

We require that you conform to this Trademark Policy. We may modify this Trademark Policy at any time and your continued use of the Talentli brand features will constitute your consent to such modifications. Talentli has complete discretion in determining if your use violates any of the terms in this Trademark Policy.

If you have any questions regarding this Trademark Policy or would like to report misuse of the Talentli brand features please contact legal@tlnt.li