



CHERI ALLIANCE CIC Trademark Policy

Version 2.0
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Preamble

The CHERI Alliance is committed to promoting awareness and understanding of CHERI technology, especially in academic, educational, and informational contexts. This Trademark Policy is designed to ensure that the use of our trademarks is consistent with our mission, protects the integrity of our brand, and ensures that CHERI marks are only associated with genuine CHERI technology or CHERI Alliance-backed projects. Use of CHERI marks should not imply endorsement, affiliation, or certification unless authorized.






This Trademark Policy applies universally — not only to CHERI Alliance members, but also to non-members, including individuals, academic institutions, open-source projects, commercial entities, and other organizations – for the use of the CHERI name or visual assets.

By adhering to this policy, we aim to foster a community that respects and accurately represents the CHERI brand.

Definitions

- **Nominative Fair Use:** Use of a trademark to refer to the trademarked product or technology itself, in a way that is not misleading or suggestive of endorsement.
- **Sublicense:** A written agreement granting permission to use CHERI marks beyond Nominative Fair Use, usually for branding or integration.
- **Written Permission** refers to explicit, documented approval from the CHERI Alliance, granted via email or formal letter by an authorized representative. It must clearly specify the scope, duration, and conditions of the approved use.

Trademark Usage Rules

Mark	Logo example	Usage
CHERI ® name	[none]	<p>Authorized for "Nominative Fair Use," – meaning use of the trademark solely to truthfully describe or refer to the CHERI technology itself, the CHERI Alliance or its publications or projects, without suggesting any endorsement or affiliation.</p> <p>For uses outside of Nominative Fair Use, a Sublicense or Written Permission from the CHERI Alliance is required.</p> <p>When used in formal documents, the ® or ™ symbol must be included for the first mention, but the symbol is not required in informal communication (e.g. emails, blogs, discussions), or non-commercial academic contexts.</p>
CHERI mark		Reserved for CHERI Alliance documentation and projects, or CHERI Certified products and services, especially when space constraints prevent the use of the CHERI Certified logo (e.g., on a chip package).
CHERI logo		Permitted for use in CHERI Alliance documentation and projects, or under a Sublicense from the CHERI Alliance. Nominative Fair Use is authorized for discussions about CHERI technology without implying endorsement.
CHERI Alliance Member logo		Reserved for use in any media by current, active CHERI Alliance members.
CHERI Alliance Founder logo		Reserved for use in any media by founding members of the CHERI Alliance, that are current, active members.
CHERI certification logo		Reserved for products and services that incorporate CHERI technology and have successfully obtained written approval from the CHERI Alliance certification program.

Note: The logos presented in this table are illustrative examples. All official variations, including color schemes, proportions, text variations, and usage guidelines, are detailed in the CHERI Alliance Branding Guidelines. Always refer to the latest version of the Branding Guidelines for accurate and approved logo variations.

Academic Use

The CHERI Alliance recognizes the importance of academic freedom and encourages the use of its trademarks in academic settings, such as in papers, slides, and posters, provided that such use complies with the principles of Nominative Fair Use and includes one of the following attribution notes:

- “CHERI” and the CHERI logo are trademarks of the CHERI Alliance. This work refers to CHERI technology with permission and is not affiliated with or endorsed by the CHERI Alliance unless explicitly stated. See cheri-alliance.org
- “CHERI” and the CHERI logo are trademarks of the CHERI Alliance. See cheri-alliance.org

Additional Rules

1. **Sublicense for Product Names:** Use of “CHERI” in product names (e.g., “CHERIBoard” or “CHERIChip”) requires a Sublicense.
2. **Written Permission for Open Source Projects:** Written Permission from the CHERI Alliance is necessary to use CHERI in the name of an open-source project. The definition of "open source" is detailed on the CHERI Alliance Website.
3. **No Logo Modification:** CHERI logos must not be altered, distorted, or combined with other marks or logos.
4. **Positive Use:** CHERI marks must not be used in misleading, defamatory, or derogatory contexts.
5. **Respect for Certification Program:** Use of terms such as "CHERI Certified," "CHERI Compliant," "CHERI Approved," or any similar phrase that suggests certification, approval, or endorsement by the CHERI Alliance is **strictly prohibited** unless the product or service has received written approval through the CHERI Certification Program. Only the terms and logo specified by the Certification Program may be used for officially certified products and services.
6. **Adherence to Branding Guidelines:** All uses of CHERI marks must comply with the CHERI Alliance’s Branding Guidelines published on cheri-alliance.org/trademark/
7. **Genuine Representation:** Ensure that the use of CHERI trademarks genuinely represents the involvement or inclusion of CHERI technology in the product or project.

Enforcement

The CHERI Alliance reserves the right to take action in cases of misuse of its trademarks. This may include requiring corrective steps, revoking Sublicenses, or initiating legal action to protect the integrity of the CHERI marks.

Contact and Permissions

For questions about this policy or to request Written Permission or a Sublicense, please contact the CHERI Alliance Trademark Team: trademark@cheri-alliance.org

Updates

This policy may be updated periodically. We will notify the public of any substantive changes. Continued use of CHERI marks after updates indicates acceptance of the revised terms. You can find the latest version on cheri-alliance.org/trademark/