



KYRO Trademark Usage

KYRO Technologies, Inc. (KYRO) owned trademarks, logos, screenshots, and other brand features (the KYRO "brand features," "marks," "logos" or "assets") are valuable intellectual property that KYRO uses in connection with its products and services worldwide. KYRO allows third parties, including its customers, application developers, business partners, and the media ("you") to use its brand features, marks, logos, and assets (collectively, the "KYRO marks") only in limited circumstances as described in these guidelines ("Guidelines").

Adherence to the following Trademark Usage Guidelines will help to maintain the strength and value of KYRO products and services. By using the KYRO marks, you agree to follow these Guidelines. If you have a separate agreement with KYRO that governs the use of the KYRO marks, that agreement governs your use of the KYRO marks.

Guidelines

KYRO allows third parties, including its customers, application developers, business partners, and the media ("you") to use its name, trademarks, logos, screenshots, and other brand features (the KYRO "brand features," "marks," "logos" or "assets") only in limited circumstances as described in these guidelines ("Guidelines"). By using the KYRO marks, you agree to follow these Guidelines. If you have a separate agreement with KYRO that governs the use of the KYRO marks, that agreement governs your use of the KYRO marks. The marks listed below have been registered by KYRO in the United States, and may have also been registered in jurisdictions outside of the United States. KYRO may also have registered and/or common law trademarks that are not listed below. If you have questions about KYRO's marks, please send an email to legal@kyro.us.

- KYRO Technologies, Inc.
- KYRO Logo

Do

- When using "KYRO," use it as an adjective followed by a description of our products or services (e.g., KYRO construction management software).
- If you have an app in the KYRO App Marketplace, you may state that your application is integrated with the KYRO platform or that you develop applications for the KYRO platform.
- Use the KYRO trademarks in conjunction with appropriate marking requirements described below.

Don't

- Use "KYRO" as a noun, verb, plural or possessive. An appropriate generic term must appear after the KYRO trademark the first time it appears in a published piece, and as often as is reasonable after.
- Use the KYRO marks in a way that suggests KYRO's endorsement, sponsorship, or association with you, your company, or your product or service.
- Use the KYRO marks in a way that suggests a generic meaning.
- Register a domain containing the word "KYRO" or any variation of it, including deliberate misspellings and transliterations.
- Apply for a trademark that includes the word "KYRO," our logo, or any other similar words or marks.



Marking

- In the United States, use the ® symbol following the most prominent use of the trademarked word/slogan (e.g., KYRO®). At the bottom of the page in which the mark first appears, include the following statement: "KYRO is a registered trademark and service mark of KYRO Technologies, Inc."
- For use outside of the United States, do not use the ® symbol. Instead say "KYRO is a trademark and service mark of KYRO Technologies, Inc., registered in the U.S. and other countries." at the bottom of the page that the KYRO word mark first appears.
- On marketing materials, include the following statement including the current year "Copyright 20XX KYRO Technologies, Inc." marking at bottom, right justified. Font size cannot be smaller than 7 pts.

Logo Use

Do

- Follow all of the guidelines from KYRO

Don't

- Modify the marks or use them in a confusing way, including suggesting sponsorship or endorsement by KYRO, or in a way that confuses KYRO with another brand (including your own).
- Use any logos or similar imagery to represent KYRO other than the examples provided in the KYRO Brand Guide.
- Use a KYRO asset as a substitute for your own or co-opt ours.
- Overprint or obstruct any part of the logo.
- Add special effects to the logo, including animation.
- Use old versions or any other marks or logos to represent our brand.
- Distribute or otherwise make available our logos, marks, or assets unless separately approved by KYRO.
- Crop the logo.
- Outline logotype.
- Rotate any part of the logo.
- Distort the logo.
- Use drop shadows or any other effects.
- Re-create using any other typeface.
- Change the transparency of the logo.
- Shuffle around the colors of the logo.
- Use different colors.
- Change the size or orientation of the logotype.
- No disparaging or objectionable use is permitted.

Screenshot Use

Do

- Utilize screenshots of KYRO's software for instructive or educational purposes only.



- Use an attribution statement in proximity of the screen shot indicating that the screenshot has been reprinted courtesy of KYRO Technologies, Inc.

Don't

- Alter screenshots, except to resize.
- Include screenshots in your product user interface.
- Use screenshots that contain third-party content without the third party's permission.
- Use screenshots that contain an image of an identifiable individual or any personally identifiable or sensitive information.
- Hold yourself out as being the author of or creator of any KYRO Software shown in the screenshot.

Design of Your Website or Application

Do not design the look and feel of your site or application in a manner that implies endorsement by KYRO. Mere use of the KYRO API to develop your application does not mean that your service or application is produced or endorsed by KYRO.

Merchandise

- Do not use the KYRO assets or any other confusingly similar words or marks on any apparel, toy, product or other merchandise.
- If you are interested in purchasing KYRO-branded goods, we sell a range of official products in the KYRO Shop.

Use Requirements and Terms

- These Guidelines may be modified at any time. Any use of the KYRO brand assets constitutes consent to any modifications to these Guidelines
- KYRO, in its sole discretion, may determine if use of the KYRO assets violates these Guidelines
- Termination: KYRO may ask that you stop using the brand assets at any time. In the event of termination, use of brand assets must stop within a reasonable period from the date of the request, and in any case, no more than 7 days from the date of the request.
- Reservation of Rights: KYRO is the owner of all rights in the brand features, marks, logos assets and reserves all rights except for the limited license granted here. Use of the KYRO assets pursuant to this license shall not be construed as limiting the rights of KYRO in the assets.
- KYRO DISCLAIMS ANY WARRANTIES THAT MAY BE EXPRESS OR IMPLIED BY LAW REGARDING THE KYRO MARKS, LOGOS AND ASSETS (TO THE EXTENT PERMITTED BY LAW), INCLUDING WARRANTIES AGAINST INFRINGEMENT.
- Contact us (at legal@kyro.us) to request use of brand assets in a manner inconsistent with the guidelines or for any questions.