



CommonWell Health Alliance Inc. Member Trademark and Logo Usage and Copyright Attribution Guidelines

These Trademark and Logo Usage and Copyright Attribution Guidelines (“Guidelines”) set forth the rules established by CommonWell Health Alliance Inc. (the “CommonWell”) for users authorized to use the CommonWell trademarks, trade name, logos and slogans (collectively, the “CommonWell Trademarks”), including its Members and the CommonWell itself. CommonWell reserves the right to modify these Guidelines at its discretion. CommonWell Trademarks are an important asset to CommonWell Healthcare Inc., and we require that all of our members to adhere to the Guidelines when using the CommonWell Trademarks.

Rules of Proper Trademark Use

1. CommonWell Trademarks Should be Used to Refer to the Compliant Portion of a Member’s Services or to Describe a Member’s Membership in CommonWell

Members and third parties may only use the CommonWell Trademarks when: i) describing membership in CommonWell, and ii) referring to a member’s products and services which incorporate a compliant implementation of CommonWell’s Specifications. The CommonWell Trademarks should only be used to describe a member’s products or services as complying with CommonWell’s Specifications if the product or service and its implementation have been certified by CommonWell through its approval process.

CommonWell Trademarks may not be used as a shorthand way of identifying a member’s product or service or to imply that CommonWell endorses a member’s products. Any use of CommonWell trademarks should be done in a manner that makes the relationship between the Member and the CommonWell clear to the reader. Examples of proper and improper use are as follows:

Proper Use: “XYZ Company is a proud member of the CommonWell Health Alliance.”

Improper Use: Inserting the CommonWell Logo by itself on marketing collateral without reference to a product or member’s membership in CommonWell.

Improper Use: “XYZ Company’s EHR is a CommonWell Health Alliance product.”

Improper Use: “XYZ Company’s EHR solution is endorsed by the CommonWell Health Alliance.”

The only exception to this requirement is when the “CommonWell” name is used to name CommonWell Health Alliance, Inc.

2. No Possessives, Plurals, Verbs or Puns

CommonWell is working hard to build consumer and industry goodwill, and it uses its trademarks to harness that goodwill. Please use the marks as they are designed and intended. Since a trademark is not a noun, it must never be used in possessive or plural forms, and should never be used as a verb or a pun. Examples of proper and improper use are as follows:



Proper Use: “CommonWell Health Alliance-compliant healthcare IT solutions leverage CommonWell Health Alliance workflows to address today’s interoperability challenges.”

Improper Use: “Acme Healthcare IT Company is dedicated to spreading CommonWell Health Alliances throughout the industry.

Improper Use: “Health care providers are encouraged to put their Common Well health Reliance in the CommonWell Health Alliance.”

3. Use of Name of Corporation

The “CommonWell Health Alliance” name is not only a trademark used to identify our Specifications, products and services, it also serves as the corporation’s name. When using the “CommonWell Health Alliance” name as a reference to the corporation, “CommonWell Health Alliance” may be used as a noun and no ® symbol is needed. For example, the sentence “CommonWell Health Alliance announced an update to its specifications.” would be an appropriate use.

4. Use Proper Trademark Attribution — Trademark Symbols

Because the CommonWell Trademarks are registered trademarks, always use the ® symbol with the CommonWell Trademarks (logo and word trademark). The symbol should be placed immediately after the trademark, either in superscript or in parenthetical form, such as, “CommonWell Health Alliance®” or “CommonWell Health Alliance (R)”

Trademark symbols should be used on CommonWell Trademarks as follows:

- A. On products, product labels, and packaging, use an appropriate symbol in each prominent use of a trademark.
- B. In every other context, use an appropriate symbol in both the first prominent use of the trademark (in headlines, banners, etc.) and in the first use in the text of body copy.
- C. Always use the appropriate symbol incorporated into any of CommonWell’s logos.

5. Copyright and Trademark Legends

The copyright and trademark legends are the legal text that identifies CommonWell’s trademarks and CommonWell’s copyright protected materials. The legend should be printed in legible type and in a location typically used for copyright and other legal notices. For example, the legend may be printed at the end of a document, on the back of a package, on the front cover of documentation, or on the bottom of a web page. The size of the text used for the legend should be no smaller than **9 point** font.

Standard CommonWell Legend - The following is the Standard CommonWell Legend for use by CommonWell on CommonWell created materials:

© 2015 CommonWell Health Alliance. All rights reserved. CommonWell Health Alliance® and the CommonWell Logo are registered trademarks of CommonWell Health Alliance Inc.



CommonWell Press Releases - The following is the Standard CommonWell Legend for use by CommonWell on the Press Releases where Members or other parties are referenced:

© 2015 CommonWell Health Alliance. All rights reserved. CommonWell Health Alliance® and the CommonWell Logo are registered trademarks of CommonWell Health Alliance Inc. All other trademarks are the property of their respective owners.

Member Press Releases - Members should include the following on their approved press releases and other materials that reference the CommonWell or use the CommonWell Logo:

CommonWell Health Alliance® and the CommonWell Logo are registered trademarks of CommonWell Health Alliance Inc.

6. Use of CommonWell Logos

Even when accurately describing a relationship with CommonWell or support of products or services of CommonWell, third parties should not assume that they have the right to use any CommonWell logo except as specifically provided by a license or other written agreement with CommonWell.

You may not alter or modify the CommonWell corporate logo ("CommonWell Logo"). Alterations or modifications include, but are not limited to, changing the size, layout, colors, font, or other elements of the CommonWell Logo, or stretching, condensing, or otherwise visually distorting the CommonWell Logo's appearance.

The following is the approved CommonWell Logo:



Members and third parties may not place backgrounds behind the CommonWell Logo that would reduce its visibility, nor may they use the CommonWell Logo itself as a background. The CommonWell Logo must appear with a minimum spacing equal to the height and width of the uppercase "C" between the CommonWell Logo and any other elements on the medium on which it is placed, whether those other elements are graphical or textual.

The CommonWell Logo may not be used in a way that would disparage or defame CommonWell or any other person or entity, including any CommonWell member.

7. Use of CommonWell Trademarks Does Not Require Advance Consent by CommonWell

CommonWell Members may use CommonWell Trademarks without advance consent to describe their membership or their CommonWell certified products or services. CommonWell reserves the right to rescind a member's right to refer to their products or services as being compliant with or certified by CommonWell if CommonWell subsequently determines that such products or services do not comply with the Specifications, and such member or party shall stop using the CommonWell Trademarks to refer



to its products or services within two (2) days after the date CommonWell provides such party with notice thereof. COMMONWELL RESERVES THE RIGHT TO REVIEW AND APPROVE THE USE OF COMMONWELL TRADEMARKS.

8. Use of CommonWell Trademarks on Websites and Domain Names

Third parties are permitted to use CommonWell Trademarks on websites or in domain names as long as the content of the website meets all of these Guidelines and the use of the domain name is not misleading or likely to cause confusion.

9. Promptly Report Suspected Infringements

Please report any infringement of CommonWell Trademarks to CommonWell's legal counsel, Jim Markwith, at jim@symonsmarkwith.com. Please provide as much detail as possible regarding the identity of the possible infringer as well as the suspected infringing use.

10. Questions and Permissions Relating to Trademark Usage

Any questions regarding these Guidelines or any other aspect of using CommonWell Trademarks should be directed to CommonWell's legal counsel, Jim Markwith, at jim@markwithlaw.com.