Trademark Usage Guidelines

The Indiegogo Trademarks are a window onto the aspirations and achievements of the entrepreneurs who make up the Indiegogo community. These Trademark Usage Guidelines (the "Guidelines") are for Indiegogo and its affiliates ("Indiegogo") licensees, customers, clients, and other third parties interested in using Indiegogo’s trademarks, service marks, or trade name (collectively “Indiegogo Trademarks”).

The Guidelines set forth the rules for using or referring to Indiegogo Trademarks owned by Indiegogo. Indiegogo Trademarks are in various forms and may include, by way of example, letters, words, logos, designs, images, slogans, colors, product shapes, product packaging, and sounds. Use of Indiegogo Trademarks may be prohibited, unless expressly authorized. Moreover, Indiegogo Trademarks shall include all registered or unregistered trademarks, including but not limited to Indiegogo Trademarks listed on the Indiegogo Trademark List.

These Guidelines, along with the Indiegogo Terms of Use, govern the use of the Indiegogo Trademarks. Indiegogo may update or modify the Guidelines and Terms of Use from time to time at Indiegogo’s sole discretion.

1. Trademark List
   a. INDIEGOGO® logo
   b. Funded with Indiegogo
   c. Clever Things for Curious Humans
   d. Moonshots. By the Million
   e. Together Do Anything

2. DO
   a. You may use the Indiegogo Trademarks listed above to promote and share your Campaign on emails, websites and social media in accordance with these Guidelines.
   b. Keep it simple. Keep space around the Indiegogo Trademarks so they look clean and uncluttered. Let them breathe.
   c. Add a footnote stating that the Indiegogo Trademarks are property of Indiegogo, Inc whenever using any of the Indiegogo Trademarks.

3. DON'T
   a. You may not directly, or indirectly, use Indiegogo’s Trademarks on or in connection with, in Indiegogo’s sole discretion, any defamatory, scandalous, pornographic, or other objectionable materials of any sort.
   b. You may not directly, or indirectly, use Indiegogo’s Trademarks on or in connection with, in Indiegogo’s sole discretion, misleading, unfair, defamatory, hate speech, infringing, libelous, disparaging, obscene or otherwise objectionable to Indiegogo.
   c. You may not assert rights over any Indiegogo Trademark whether by trademark registration, domain name registration or anything else. Campaign Owners and Users are strictly prohibited from registering domain names, social media accounts, usernames, handles,
trademarks, copyrights, apps, trade names, or corporate names that incorporate any of Indiegogo’s trademarks or are confusingly similar to any of Indiegogo’s trademarks.

d. You may not use the Indiegogo Trademarks in conjunction with your campaign images on any printed materials, such as, but not limited to brochures, business cards, postcards and merchandise such as t-shirts, toys, pens, hats, etc.).

e. You may not use the Indiegogo Trademarks with content or materials that violate our Terms of Use.

f. You may not use the Indiegogo Trademarks in a way that implies partnership, sponsorship or endorsement of your Campaign by Indiegogo. The Indiegogo Trademarks should be used with the sole purpose of indicating that your Campaign is hosted at the Indiegogo platform.

g. You may not present the Indiegogo Trademarks in a way that makes them the most distinctive or prominent feature of what you’re creating.

h. You may not modify any Indiegogo Trademark in any way, such as by changing the design or color.

i. You may not use the registration symbol ® immediately following the Indiegogo Trademarks. (e.g. INDIEGOGO®).

j. You may not use or adopt trademarks or logos that are confusingly similar to the Indiegogo Trademarks.

Legal

Indiegogo Trademarks are owned by Indiegogo and may only be used as provided in these guidelines or with Indiegogo’s permission. You may not use or register, or otherwise claim rights in any Indiegogo trademark, including as or as part of any trademark, service mark, company name, trade name, username or domain registration. You should not use or claim rights in face or book in a way that is confusingly similar to or dilutive of Indiegogo, including as, or as any part of, a trademark. Do not use Indiegogo’s trademarks for anything that would be inconsistent with Indiegogo’s Terms of Use or Community Guidelines.

We may revoke permission to use Indiegogo’s trademarks at any time for any reason.