

# Web Usage Policy for Cisco Trademarks and Copyrighted Materials

## Purpose

This web usage policy of Cisco Systems, Inc. and its affiliates ("Cisco") sets forth guidelines particular to conduct on the Internet to help you avoid infringement of Cisco copyrights and trademarks rights. This policy, in addition to all other Cisco trademark and copyright policies, is subject to change at any time and without notice.

## Introduction

The Internet has vastly expanded our ability to exchange information in a virtually unrestricted manner; however, it has also introduced new means by which intellectual property may be exploited and infringed. This document outlines the best way to freely exchange information via the Internet while ensuring adequate protection for all the components of the Cisco brand, including Cisco logos, trademarks, service marks, and copyrighted materials.

General policies regarding Cisco copyrights and trademarks can be found at: [www.cisco.com/en/US/about/ac50/ac47/about\\_cisco\\_policies\\_list.html](http://www.cisco.com/en/US/about/ac50/ac47/about_cisco_policies_list.html).

## Linking

- **Do not** use a hyperlink or deeplink (bypasses homepage and brings user directly to an interior page) to present work created by Cisco as your own; no links should cause confusion or imply that you are affiliated with, or sponsored or endorsed by Cisco.
- **Do not** use a hyperlink or deeplink to violate the rights of any person or entity, including to defame, disparage, or harm the reputation of Cisco, its employees, partners, vendors, or other related companies.
- **Do** link to the Cisco homepage or interior pages using hypertext.
- **Do** hyperlink to the Cisco homepage as long as you clearly indicate that the end user will exit your website and enter the Cisco homepage.
- **Do** deeplink only when there is a requirement for information about Cisco products, programs, or technologies. You must also clearly indicate that the end user will exit your website and enter a Cisco website.

## Framing

**Do not frame** any Cisco website, webpage or content. (Framing is an alternative form of linking that allows an end user to view a linked webpage within a "frame" in the original website.)

## Meta-tag

Unless specifically authorized by Cisco, **do not** use Cisco or Cisco trademarks in the meta-tags of your website. (A meta-tag is an HTML tag that provides information about the webpage and allows search engines to index content more effectively.)

### Domain Name

**Do not** use Cisco or any other Cisco trademarks as all or part of a domain name. Examples of inappropriate domain names include [www.ciscorouters.com](http://www.ciscorouters.com), [www.ciscoseller.com](http://www.ciscoseller.com), [www.cciestudy-group.com](http://www.cciestudy-group.com). Please refer to the "Trademarks" section at the bottom of any Cisco.com webpage for a complete listing of Cisco trademarks.

### Derivative Work

Unless expressly authorized by Cisco **do not** create new content based on any Cisco copyrighted content. It is considered derivative work if your work is based on the modification or adaptation of Cisco webpage content, graphical design, illustration, color scheme, visual appearance, or any other original work created by Cisco. See Cisco Copyright Policy at [www.cisco.com/en/US/about/ac50/ac47/about\\_cisco\\_policies\\_list.html](http://www.cisco.com/en/US/about/ac50/ac47/about_cisco_policies_list.html) for more information.

### Re-Hosting

**Do not** re-host any Cisco webpages, applications, or content without written permission from Cisco. (Re-hosting is presenting a copy of Cisco webpages and having that copy reside on your server.) Re-hosting is considered to be improper reproduction of Cisco copyrighted materials.

### Trademarks

**Do not** use any Cisco trademarks such as the Cisco logo on your website unless you have written permission from Cisco. Do not display any Cisco trademarks prominently or as the visual focal point of your web materials. Read the Cisco Trademark Policy at: [www.cisco.com/en/US/about/ac50/ac47/about\\_cisco\\_policies\\_list.html](http://www.cisco.com/en/US/about/ac50/ac47/about_cisco_policies_list.html).

### Disclaimer

This policy document is not intended to serve as legal advice. Should you have questions regarding your legal rights or duties, please consult your own attorney. Should you have further questions regarding Cisco policy for web use of copyrighted materials or trademarks contact [ciscologos@cisco.com](mailto:ciscologos@cisco.com).