



Trademarks claimed by Fiserv, Inc., its subsidiaries and affiliates ("Fiserv") are used to indicate the source, quality and characteristics of the products and services offered by Fiserv. Trademarks must be used correctly to protect the value of these marks.

Fiserv is passionate about protecting the company's trademarks and service marks (each, a "Fiserv Mark" and collectively, the "Fiserv Marks"). Fiserv Marks are extremely valuable assets and it is essential that they be used correctly to prevent their loss to the public domain.

The following guidelines, which may be updated by Fiserv from time to time, were created to help ensure broad and consistent display of Fiserv Marks by clients, customers, and/or vendors licensed for such use ("Licensee"). Please direct any questions regarding these guidelines to Brand Management at [brand@fiserv.com](mailto:brand@fiserv.com).

### **Guidelines**

#### **1. Trademark Notice.**

Fiserv Marks must appear with the appropriate trademark notice. The respective trademark symbol (for example, TM, SM or ®) in superscript, two points smaller than regular text, shall be used following the Fiserv Mark. For U.S. federally registered Fiserv Marks, the symbol ® must immediately follow the Fiserv Mark, at a minimum with both the first and the most prominent use of the Fiserv Mark. For Fiserv Marks that are not federally registered but used in the U.S., the symbol "TM" (for trademarks) or "SM" (for service marks) must immediately follow the Fiserv Mark, at a minimum with both the first and most prominent use of the Fiserv Mark. For Fiserv Marks registered or licensed for use outside the U.S., specific territory guidance may be obtained from Fiserv Corporate Legal.

#### **2. Trademark Attribution.**

Fiserv Marks may not be used in a way that suggests that the product or service is proprietary to the Licensee. Any use of a Fiserv Mark shall appear with a statement or legend identifying Fiserv as the owner of the Fiserv Mark ("Trademark Attribution Statement"). The Trademark Attribution Statement must be legible with a minimum size of 6 point text. The Trademark Attribution Statement generally appears at the end of a document, but may be placed on the front inside cover of a document or at the bottom of a web page.

Following are examples of Trademark Attribution Statements. Please contact Brand Management [brand@fiserv.com](mailto:brand@fiserv.com) for the specific statement to use based on the Fiserv Marks being displayed.

#### **When only the company is referenced**

- Fiserv is a registered trademark of Fiserv, Inc.

#### **When both the company and a product/service are referenced**

- Fiserv and Premier are registered trademarks of Fiserv, Inc.

#### **When the company and multiple products/services are referenced**

- Fiserv, Premier, Signature, Corillian Online and Business Online for Premier are trademarks, registered trademarks, service marks or registered service marks of Fiserv, Inc. or its affiliates.



### 3. Form of Use of Word Marks.

Trademarks are adjectives, not nouns or verbs. Accordingly, Fiserv Marks must be used as an adjective only, and must be used in conjunction with the noun that it modifies. For example, use the Premier® solution from Fiserv versus Premier® on its own. Fiserv Marks should not be used as nouns or verbs. The Fiserv name also serves as the trade name for our company in addition to being used as a trademark to identify the source of our products and services. The Fiserv name may be used as a noun when referring to the company and no trademark symbol is required.

A Fiserv Mark that is a word mark must be used in a way that distinguishes it from surrounding text, such as by capitalization or by bold or italic print. A Fiserv Mark must always be used in its entirety and no abbreviations are permitted. For example, use “the Prologue™ Financials solution...” and not just Prologue or PF. No words or characters, including spaces between words, may be added or deleted. No words in a Fiserv Mark may be translated into a language other than English without prior written approval from Fiserv.

### 4. Form of Use of Design or Logo Marks.

A Fiserv design or logo mark (“Fiserv Logo”) may be used only in the manner specified in graphics standards provided by Fiserv concerning the colors, size, spacing, and positioning of the Fiserv Logo. All requests to use a Fiserv Logo should be sent to Brand Management brand@fiserv.com. Fiserv will provide the requestor with a master artwork file and additional information as to the proper usage of the Fiserv Logo.

### 5. Derogatory or Misleading Use of Fiserv Marks.

Fiserv Marks may not be used in any manner that is (a) derogatory to, or critical or disparaging of Fiserv or any products or services offered by Fiserv; and (b) misleading as to the sponsorship, affiliation with, or endorsement by Fiserv of a third party’s products or services.

### 6. Compliance with Guidelines.

From time to time at its sole discretion, Fiserv shall have the right to review materials containing a Fiserv Mark used by a Licensee to ensure compliance with these guidelines. Fiserv also reserves the right to require the Licensee to discontinue the use of any non-complying materials.



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