

## BMC Software, Inc.'s Trademark Guidelines

BMC Software, Inc. and its affiliates, including BladeLogic, Inc., (BMC) would like you to know how to use BMC's trademarks, service marks, and logos.

Below, we refer to both BMC's trademarks, product names, and services as "BMC's trademarks." For a complete list see [BMC U.S. Registered Trademarks](#) and [BMC A-Z Supported Product List](#). Use of BMC's trademarks is permitted in word-form only provided that the use is according to the trademark guidelines explained below. Use of BMC's logos, however, is restricted. Rights to BMC's logos are granted only via a signed, written agreement that restricts the use of BMC's logos to specific BMC-authorized purposes. If you are a partner, more information is provided for you at the following link: [Partner Resources](#).

- 1. If you use any of BMC's trademarks, ALWAYS use it as an adjective, accompanied by an APPROPRIATE noun**, which would be generic descriptor of the product. Use of a trademark as an adjective requires the use of the article "the" prior to the trademark. Examples:

Customers like the MainView solutions.

NOT Customers like MainView.

The TrueSight solution is effective.

NOT TrueSight is effective.

We use the Control-M solution's capabilities.

NOT We use Control-M's capabilities.

The Remedy self-desk's graphical user interface is useful. NOT Remedy's graphical user interface is useful.

- 2. Note the difference between the phrase, "BMC software," and our trade name, "BMC Software, Inc.,"** "BMC software" is a use of our "BMC" mark in a trademark sense, while "BMC Software, Inc." is a use of our company name. When using "BMC Software" to describe the corporation or place of business called BMC Software, Inc., you are not using BMC as a trademark, but rather are using it as a noun to describe the company. (Did you notice that we used the possessive form in item 1 above when we used the phrase, "BMC's trademarks"? That's because we are talking about the company, BMC Software, Inc. and its affiliates).

## BMC Software, Inc.'s Trademark Guidelines

- 3. Do not pluralize the trademark or make it possessive (which would be using it as a noun).** Instead, pluralize the noun that follows the trademark. (See the example below). BMC's trademarks and service marks are brand names for products or services, respectively. When using any of BMC's trademarks, a noun should immediately follow the trademark. This can be as simple as "BMC software" or "BMC products".

USE the TrueSight solutions NOT TrueSights

- 4. Always use the product names as shown on the [BMC A-Z Supported Product List](#), including the "BMC," if shown on this list. And, always use the following trademarks as listed in [BMC U.S. Registered Trademarks](#), i.e., with a "BMC" as part of the product name.**

BMC AMI

BMC Helix

BMC Atrium

BMC AppZone

**However, do not add "BMC" in front of other of BMC's registered trademarks.** The following registered trademarks of BMC, and any others in the Registered Trademark List at [BMC U.S. Registered Trademarks](#), should not have "BMC" added in front of them.

MainView

Remedy

## BMC Software, Inc.'s Trademark Guidelines

BladeLogic

Control-M

MyIT

TrueSight

Cloud Lifecycle Management

**5. Do not join BMC's trademarks to other words, symbols, or numbers, either as one word or with a hyphen.** Example of Bad Usage:

Remedy-like

MyIT-app

BladeLogic-certified

MainView-based

MainView-solution

TrueSight-approved

**6. Do not abbreviate any of BMC's trademarks, and, always use their proper spelling.**

Examples:

BladeLogic

NOT

BLOG

Cloud Lifecycle Management

NOT

CLM

BMC AMI

NOT

AMI

BMC Helix

NOT

Helix

## BMC Software, Inc.'s Trademark Guidelines

- 7. Some of BMC's registered trademarks, such as the MainView, BladeLogic, TrueSight, iCap, and INCONTROL, are brand names that are spelled in a special way with distinctive capitalization. The capitalizations are part of the trademarks. Use them as shown on [BMC U.S. Registered Trademarks](#), and no other way. Examples of Bad Usage:**

Main-View	Mainview	MAINVIEW	Any other variation that is not exactly the above
Blade-Logic	Blade logic	BLADELOGIC	Any other variation that is not exactly the above
True-Sight	True Sight	TRUESIGHT	Any other variation that is not exactly the above

- 8. Do not combine any of BMC's trademarks with other words to create a new word.**

Example of Bad Usage: MyITapp

- 9. Never modify or alter any of BMC's trademarks and always use BMC's trademarks in the ways they were intended to be used.** Use them to refer to the BMC product or service associated with that trademark and to accurately describe how your product or service relates to a BMC product or service. Do not use them for goods or services for which they were not originally intended. Do not make puns out of any of BMC's trademarks or portray them in a negative light or use them in poor taste or disparagingly.

- 10. Do not use any of BMC's trademarks in a way that it becomes a synonym for a good or a service.**

Examples of Bad Usage:

We like the MyITs we use.

The customer purchased 100 MainViews.

## BMC Software, Inc.'s Trademark Guidelines

- 11. Do not incorporate BMC's trademarks in your company's product name or domain name. Only partners may do so under a written agreement. See [Become BMC Partner](#).** Do not adopt any product name or trademark of your own that could be confused in the marketplace with one of BMC's trademarks. Do not display any of BMC's trademarks in a manner that makes them the visual focal point of your offering. Do not display any of BMC's trademarks more prominently or larger than your own trademarks.
- 12. There is no need to use the trademark symbols, TM, SM, or ® with BMC's trademarks.** Instead use the following trademark attribution statements in close proximity to the use of one of BMC's trademarks. Examples of BMC's trademark attribution statements:

BMC, the BMC logo, and other of BMC's product names are the exclusive properties of BMC Software Inc. or its affiliates, are registered or pending registration with the U.S. Patent and Trademark Office, and may be registered or pending registration in other countries.

BladeLogic and other of BladeLogic's product names are the exclusive properties of BladeLogic, Inc., are registered or pending registration with the U.S. Patent and Trademark Office, and may be registered or pending registration in other countries.

### Changes to these guidelines

BMC reserves the right in its sole discretion to modify these trademark guidelines at any time (see the revision number on the footer below). BMC reserves the right to conduct quality control inspections on how its trademarks are used and take action against any use that does not conform to these guidelines. BMC reserves all rights in its trademarks, service marks, and logos. The goodwill derived from your use of any one of BMC's trademarks inures solely to BMC's benefit.

### Further questions

If you have any questions about how to use our trademarks, please contact: [trademarks@bmc.com](mailto:trademarks@bmc.com).