

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

Below, we refer to both BMC's trademarks and product names as "BMC's trademarks." For a complete list see [Products A-Z List](#). Use of BMC's trademarks is permitted in word-form only provided that the use is according to the simple trademark guidelines explained below. Use of BMC's logos, however, is restricted to officially licensed partners of BMC Software, Inc. or one of its affiliates, such as BladeLogic, Inc. Rights to use BMC's logos are granted only via a signed, written agreement that restricts the use of BMC's logos to specific BMC-authorized purposes. For more information, please see the following link: [How To Become a Partner](#).

### **BMC's Trademark Guidelines are Simple:**

- 1. If you use any of BMC's trademarks, ALWAYS use it as an adjective, accompanied by an APPROPRIATE noun.**

Examples:

The Remedy help-desk is a great product.

NOT Remedy is a great product.

Customers like MainView solutions.

NOT Customers like MainView.

The TrueSight solution is effective.

NOT TrueSight is effective.

We use the MyIT solution's geo-location capabilities.

NOT We use the MyIT's geo-location capabilities.

The Remedy self-desk's graphical user interface is useful.

NOT Remedy's graphical user interfaces is useful.

- 2. Note the difference between the trademark "BMC software" and the trade name "BMC Software, Inc."** "BMC software" is a use of our "BMC" trademark, while "BMC Software, Inc." is a use of our company name. When using "BMC Software" or "BMC Software, Inc." to describe the corporation or place of business, you are not using the BMC component as a trademark. Instead, you 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).
- 3. Do not pluralize the trademark or make it possessive (which would be using it as a noun).** Instead, pluralize the generic descriptor of the product. (See the example below). BMC's trademarks are brand names for products or services. When using any of BMC's trademarks, the generic description of the products identified by the trademark should immediately follow the trademark. This can be as simple as "BMC software" or "BMC products".

USE

TrueSight products

NOT

"TrueSights"

4. **Do not add “BMC” in front of certain of BMC’s trademarks.** For any of the following trademarks of BMC (and any others in the Registered Trademark List at [BMC's Trademarks](#) do not add “BMC” in front of them”.

MainView

Remedy

BladeLogic

Control-M

MyIT

TrueSight

Action Request System

Cloud Lifecycle Management

5. **Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen.**

Example of Incorrect Usage:

Remedy-like

MyIT-app

BladeLogic-certified

MainView-based

MainView-solution

TrueSight-approved

USE Remedy software Ver. 9 or Remedy software Ver. 9

NOT Remedy 9 or Remedy 9 software

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

Examples:

BladeLogic	NOT	BLOG
Cloud Lifecycle Management	NOT	CLM

**7. Some of BMC’s trademarks, such as the MyIT, MainView, BladeLogic, and TrueSight trademarks are brand names that are spelled in a special way with distinctive capitalization.** The capitalizations are part of the trademarks. Use them as spelled and no other way. The correct capitalization for BMC’s trademark can be found at: [Products A-Z List](#)

Examples of Incorrect Usage:

My-IT	Myit	MYIT	Any other variation that is not exactly the above
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. 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. Do not use BMC’s trademarks to imply a sponsorship or endorsement of your products, services or company.

**9. 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.

- 10. 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 [How To Become a 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 materials. Do not display any of BMC's trademarks more prominently or larger than your own trademarks.
- 11. 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 our trademark attribution statements:

**BMC Software:**

BMC, BMC Software, the BMC logo, the BMC Software logo, and other BMC marks are the exclusive properties of BMC Software, Inc., or its affiliates or subsidiaries and are registered or may be registered with the U.S. Patent and Trademark Office and in other countries. All other BMC trademarks, service marks, and logos may be registered or pending registration in the U.S. or in other countries. All other trademarks or registered trademarks are the property of their respective owners.

**BladeLogic:**

BladeLogic, the BladeLogic logo, and other BladeLogic marks are the exclusive properties of BladeLogic, Inc. The BladeLogic trademark is registered with the U.S. Patent and Trademark Office and in other countries. All other BladeLogic trademarks, service marks, and logos may be registered or pending registration in the U.S. or in other countries. All other trademarks or registered trademarks are the property of their respective owners.

**If you are referencing both BMC's and BladeLogic's trademarks, use the following:**

BMC, BMC Software, the BMC logo, the BMC Software logo, and other BMC marks are the exclusive properties of BMC Software, Inc. and are registered or may be registered in the U.S. and in other countries. BladeLogic and other BladeLogic marks are the exclusive properties of BladeLogic, Inc. and are registered or may be registered in the U.S. and in other countries. All other trademarks or registered trademarks are the property of their respective owners.

Short forms of these statements may be used in locations where space is at a premium, such as in footers or website pages. Please contact the [BMC IP Legal Team](#) for assistance.

## **Changes to these guidelines**

BMC reserves the right in its sole discretion to modify these trademark guidelines at any time. BMC reserves the right to conduct quality control inspections on how its marks 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: BMC Software, Inc.'s Legal Department at: [BMC IP Legal Team](#).