

## **Use of Trademarks Owned by The International DOI Foundation**

The International DOI Foundation ("IDF") owns the trademarks DOI®, DOI.ORG®, short DOI® and the "IDF Trademarks"). The following guidelines should be followed anytime the above trademarks are used in printed, on-line or other materials.

## 1. In text:

- a. Always use the trademarks as adjectives followed by nouns describing the product/service (e.g. The  $DOI^{\otimes}$  system).
- b. Never use the trademarks as nouns or verbs (e.g. in phrases such as "registering DOIs," or "to DOI a document").
- c. Always make the DOI, DOI.ORG, and SHORT DOI trademarks stand out in text by presenting them in all capital letters.
- 2. Always use the logo properly, following the guidelines provided in the International DOI Foundation document "The DOI Identity" and in any supplementary materials which may be provided.
- 4. In addition to the trademark symbols referenced above, the trademark line referenced below should appear at the end of the printed materials. For a website, the trademark line should appear at the bottom of each web page or it should be accessible via a "Trademarks" link that appears at the bottom of each web page.
- 5. The trademark line should read as follows: ••• DOI®, DOI.ORG®, and short DOI® are trademarks of the International DOI Foundation.
- 6. Only the IDF and its authorized licensees may use the IDF Trademarks. The IDF Trademarks may not be sublicensed or used by any other persons without the express, written consent of IDF.
- 7. Regarding domain names that contain "DOI" ("DOI Domains"):
  - a. Only authorized licensees may create DOI Domains. Authorized Licensees include Registration Agencies and others expressly licensed by IDF.
  - b. Inform IDF if you create a DOI Domain.
  - c. DOI Domains must be used solely in conjunction with IDF-authorized services and content.
  - d. All DOI Domains must be either taken down or transferred to IDF promptly following loss of Registration Agency status or termination of the license from IDF.

DOI Trademark Policy: last revision July 2013

