

## LEARNINGSERVER OEM BRANDING GUIDELINES

IntraLearn Software Corporation (“ISC”) ensures its standing as a source of reliable and relevant business information in the e-Learning marketplace through its branding. Proper use of company name, products, logos and icons is essential to building and maintaining a strong, global brand. These guidelines cover the correct use of ISC’s branding.

The ISC logo, the IntraLearn logo (“Logo”), and the word “IntraLearn” are trademarks of ISC, and may only be used pursuant to the guidelines in this document to identify ISC, or ISC products or services. The “LearningServer” logo is an ISC product brand. Any use that falls outside what is outlined herein is strictly prohibited. Logos may not be used in any manner that might imply that any non-ISC materials, including but not limited to goods, services, Web sites, or publications, are sponsored, endorsed, licensed by, or affiliated with ISC.

The Logos may not be displayed as a primary or prominent feature on any non-ISC materials. Companies using the Logos pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding. The Logos may not be imitated, or used as a design feature in any manner. The Logos may not be used in a manner that would disparage IntraLearn Software Corporation or its products or services.

### **Product Branding**

All of ISC’s LearningServer Products (“Software”) carry four (4) instances of mandatory branding (see Appendix for illustrations). OEMs may not make modifications to items 1 and 2, but may modify items 3 and 4:

1. The LearningServer Product Version page. Information on this page may not be modified or replaced without first securing written permission from ISC. This includes the Product Version tab, Product Name, Version Number, Installed Components, License Agreement, and Copyright Notice. (*Illustration 1*)
2. The Powered by IntraLearn logo and copyright notice on the “About” page of the online Help system. The logo and copyright notice cannot be removed or altered in any way. (*Illustration 2*)
3. “IntraLearn Software – LearningServer” on the browser title-bar of the log-in and course viewer pages. (*Illustration 3*)
4. “© [year] IntraLearn Software Corporation.” Copyright notice along the bottom of the Welcome Page. (*Illustration 4*)

Currently, or if in the future, ISC requires trademark identification (typically from 3rd parties) on any page of the LearningServer product, the trademark information may not be changed or removed without authorization from ISC.

## ***Co-branding Guidelines***

A branding modification request must be submitted to ISC with specific details regarding the branding. Each modification request must be evaluated and approved by an authorized ISC representative prior to implementation.

## ***Legal Compliance***

OEMs must comply with the guidelines pursuant to the IntraLearn Software Corporation User License Agreement, and the North American Partner Agreement including the following points:

1. OEMs or their partners and customers may not remove any proprietary notices or labels from the Software, and users may not modify, translate, reverse engineer, de-compile, unencrypt, or disassemble (except to the extent that this restriction is expressly prohibited by applicable law), or create derivative works based on the Software. Software is further defined as the programs, procedures, data, documentation and media (if provided) with which this Software License Agreement is included and any updates or maintenance releases thereto. Software shall be understood to include, but not be limited to: computer code and procedures, whether compiled or un-compiled, such as aspx, html, dlls, java script, web services, data base triggers, stored procedures; data provided with the computer code and procedures, and that generated by the computer code and procedures which is used for control, such as XML, Web configuration files, pre-populated database data and cascading style sheets, all except as is explicitly authorized and/or instructed to be changed in the documentation, install procedures or settings menus included with and considered part of the Software; documentation, such as help files; and, the media on which any of this resides if provided by ISC; all whether provided in physical form or electronic. Reservation of Rights: All rights not expressly granted to End User are reserved to ISC.

2. Definition. "ISC Trademarks" means any and all current or future company names, product names, marks, logos, designs, trade dress and other designations or brands used by ISC in connection with its products and services and all marks similar thereto.

3. ISC grants OEM Partner the right to use the ISC Trademarks solely for the purpose of distributing and marketing the Software, provided that Partner: [1] uses the appropriate ISC Trademarks for the corresponding Software; [2] identifies all ISC Trademarks are registered trademarks of IntraLearn Software Corporation; [3] takes reasonable steps to modify all objectionable uses of the ISC Trademarks; [4] does not attempt to alter, replace or hide any standard embedded ISC identifying marks in any implementations of the Software, and [5] uses the ISC logo available for download; the Web site logo should not be used in this instance, for either Web or hard copy presentations.

*Instances of ISC Branding*

© 2010 IntraLearn Software Corporation.

**LEARNINGSERVER**

**intralearn**<sup>™</sup>  
s o f t w a r e

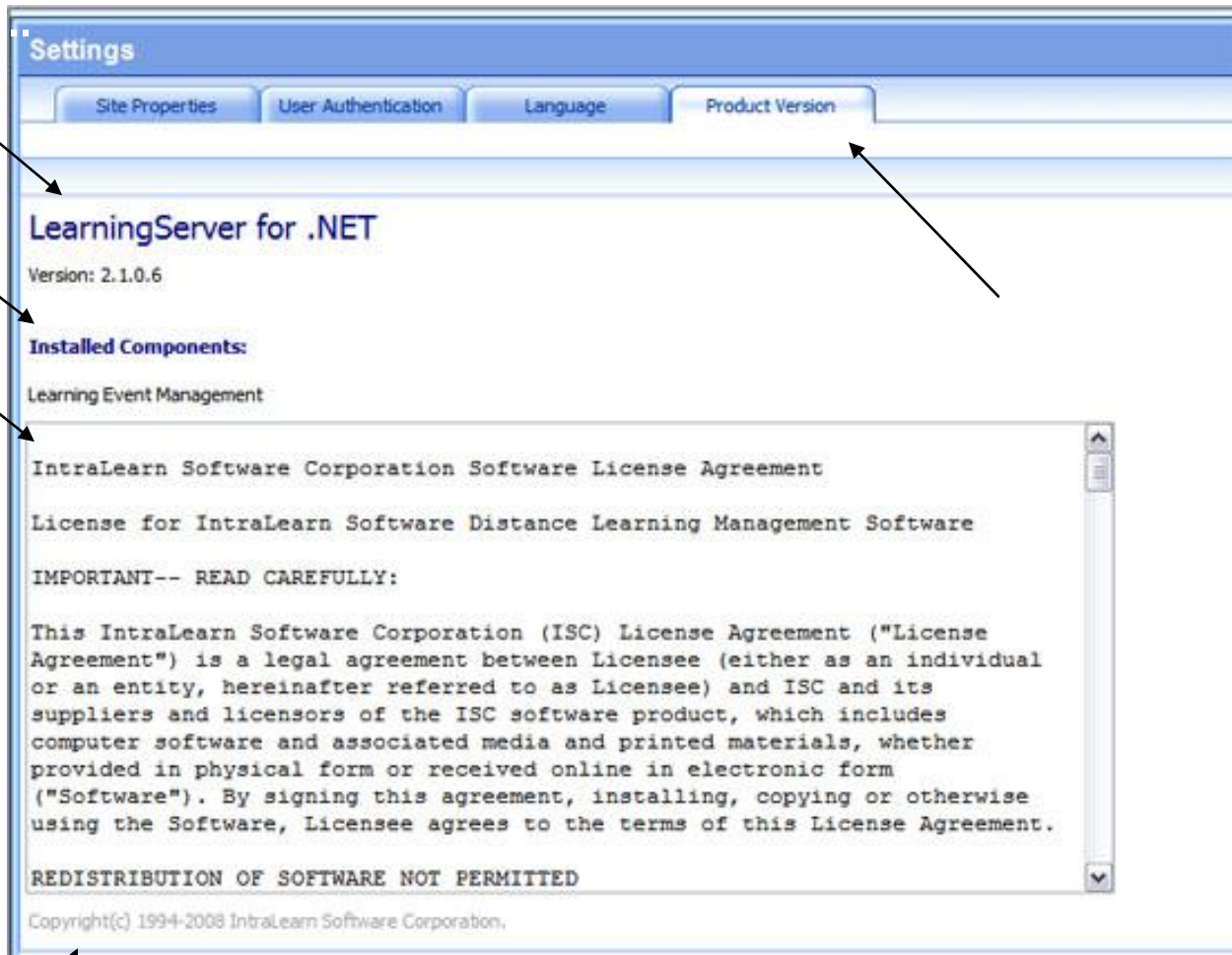
**intralearn**<sup>™</sup>

Powered by  
**intralearn**

**Appendix - Illustrations**

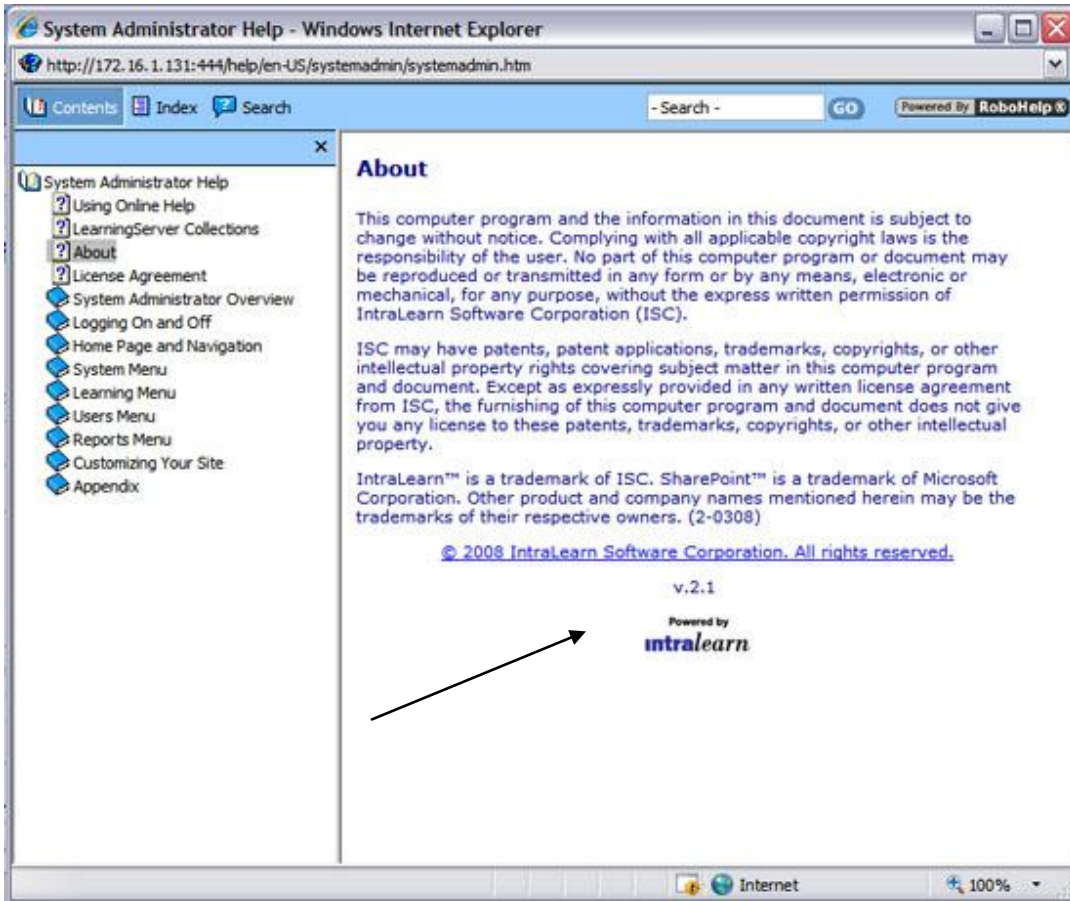
**Illustration 1:** Product Version tab, Product Name, Version Number, Installed Components, License Agreement, and Copyright Notice on the Product Version tab.

(To access: Log on as administrator, then go to System / Settings / Product Version.)



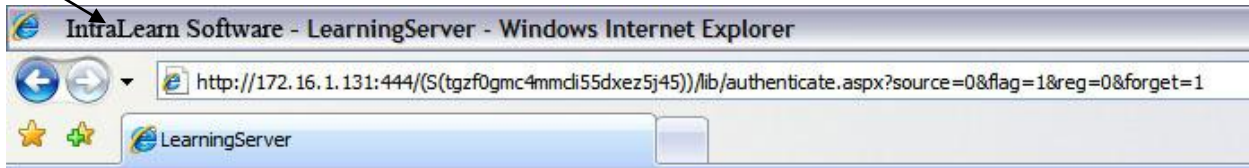
**Illustration 2:** Powered by ISC Logo and Copyright Notice on “About” page of Online Help.

(To access: Click Help in at top of page, then select About from the Help table of contents.)



**Illustration 3:** *IntraLearn Software – LearningServer* on the browser title-bar of the log-in and course viewer pages.

(To access: Navigate to your LearningServer log-on page or launch a course from within LearningServer)

A screenshot of the LearningServer login page. The page has a blue header with the text "LEARNINGSERVER". Below the header, it says "Please provide your user name and password". There are two input fields: "User Name:" and "Password:". Below the fields is a "Log On" button. At the bottom, there is a link that says "Forgot Your User Name or Password? Click here to look it up!".

**Illustration 4:** “© [year] IntraLearn Software Corporation.” along the bottom of the Welcome Page.

(To access: Log on to your LearningServer site and view the bottom of the page)

