

# Mark Use Guidelines



Effective May 1, 2020

These Mark Use Guidelines (“Guidelines”) let you know about 3DHoudini’s rights with respect to its marks and when and how you can use them. The Guidelines are a part of and incorporate the Terms of Service. Capitalized terms not defined in these Guidelines are defined in the User Agreement or in the other Terms of Service or have the meanings given such terms on the Site. To the extent permitted by applicable law, 3DHoudini may modify these Guidelines without prior notice to you, and any revisions to these Guidelines will take effect when posted on the Site, unless otherwise stated in the revised Guidelines. Please check the Site often for updates.

## 1. 3DHOUDINI MARKS

The 3DHoudini name and logo are trademarks of 3DHoudini. These Guidelines explain the terms under which you are allowed to use the “3DHoudini Marks”, which for purposes of these Guidelines and the other 3DHoudini Terms of Service means 3DHoudini’s trademarks, including the following:

3DHoudini

3D Houdini

3D Houdini, Inc.



The 3DHoudini Marks are among our most valuable assets. In order to preserve and strengthen our identity, these Guidelines provide conditions of use and clear instructions on proper use of the 3DHoudini Marks.

## 2. USE OF 3DHOUDINI LOGO MARKS

The 3DHoudini Marks that are also logos are also referred to in these Guidelines as the “3DHoudini Logo Marks”. For example, the 3DHoudini Logo Marks include:



You may not use an 3DHoudini Logo Mark unless you have a written license, granted by 3DHoudini, permitting you to use the 3DHoudini Logo Mark. If you have not been granted such a license, then you must not use, copy, modify, distribute, or post the 3DHoudini Logo Mark for any reason. If you have such a license from 3DHoudini Logo Mark to use the 3DHoudini Logo Mark, you must use the 3DHoudini Logo Mark only as licensed and only in accordance with these Guidelines.

### 3. USE OF OTHER 3DHOUDINI MARKS

You may use 3DHoudini Marks other than the Logo Marks descriptively, provided you adhere to these Guidelines, or as otherwise permitted by law.

Descriptive use includes instances where you are referring to 3DHoudini or 3DHoudini services, such as “I registered on 3DHoudini’s website today” or “3DHoudini has saved my company money.” Keep these principles in mind as well:

- Your use should never mislead anyone to believe 3DHoudini sponsorship, affiliation, or endorsement of your company, products, or services exists when it does not.
- When referring to 3DHoudini, use the 3DHoudini name in a plain text font and format only. 3DHoudini always appears as "3DHoudini," never as "3DHoudini", "3DHoudini", "3DHoudini", or "3DHoudini".

### 4. PROHIBITED USE OF 3DHOUDINI MARKS

Unless you have written permission from 3DHoudini, you must never use any 3DHoudini Mark:

- On any letterhead, business card, or signature block; As part of your business name or a domain name;
- As part of a user ID, including on 3DHoudini or social media;
- In association with any third-party trademark in a manner that might create potential confusion as to the ownership of the 3DHoudini Mark;
- In any manner that suggests or could lead someone to believe you are acting on behalf of or in association with 3DHoudini or that 3DHoudini has endorsed or sponsored your product or services; or
- Outside of your relationship with us, except as permitted by 3DHoudini in writing.
- Even if you have permission to use an 3DHoudini Logo Mark, you must never use any 3DHoudini Logo Mark: That has been reproduced from an unauthorized artwork;
- That has been modified, including color specifications, position and relative size of the letterings;
- That has been modified to use negative or reverse “drop-out” reproduction; Tightly confined in a band or bar; or
- With other seals, logos, or other marks of other entities.

### 5. USE OF COPYRIGHTED WORKS

You may not use screenshots of or videos of navigation of the Site (as defined in the Site Terms of Use) or other works copyrighted by 3DHoudini without 3DHoudini’s written permission. Rights to screenshots of user profiles, communications, and work product on 3DHoudini may need to be obtained from the User. You may not use such screenshots anywhere for any purpose without written authorization. 3DHoudini cannot grant you permission to use screenshots that include third-party content.