

CIRA POLICIES, RULES, AND PROCEDURES

Requirements for Display of CIRA Dot-CA Brand Mark Version 1.0

Marks: Anyone who offers dot-ca domain name registration and related services of the Canadian Internet Registration Authority as, or directly or indirectly through, a CIRA Certified Registrar (the “Services”) may display the marks depicted at www.cira.ca/en/about_trademarks.html under numbers 17 and 18 (the “Marks”), provided the Standards set out below in “.CA Brand Mark Guidelines” (available at www.cira.ca/en/cat_Registrar.html) are at all times observed (the “Standards”):

Who may display: Certified Registrars may display the Marks. In addition, resellers or other affiliates, or agents of a Certified Registrar may display the Marks provided that the reseller or other affiliate or agent of the Certified Registrar has a contractual or other arrangement with the relevant Certified Registrar which stipulates that the reseller, other affiliate, or agent is bound by the Standards (all parties permitted to display the Marks are referred to as “Authorized Displayer”). The Certified Registrar must take all reasonable steps to enforce this contractual provision. Any use of or display of the Marks by a person who is not then an Authorized Displayer or is an Authorized Displayer, but is in breach of the requirements set out herein constitutes a violation of the copyright, trademark rights, and other rights of CIRA.

Permitted display: The Marks may only be displayed by an Authorized Displayer to advertise that it offers the Services.

Where to display: An Authorized Displayer may display the Marks on the Authorized Displayer’s website on which the Authorized Displayer advertises, announces, or publishes the fact that it provides the Services. An Authorized Displayer shall not display the Marks in any other medium, including, but not limited to print advertisement, vehicles, clothing, outdoor signs, and promotional material, without CIRA’s prior written consent. CIRA may withhold its consent arbitrarily. In addition, the Marks must not link to any website and they must not be displayed on any page or publication identifying an entity which is not an Authorized Displayer, even if the page or publication is sponsored or authorized by an Authorized Displayer.

Appearance: The Marks must be displayed exactly as described in “.CA Brand Identity Guidelines”. CIRA may, at its option, require an Authorized Displayer to change the placement; manner or mode of display; appearance of the Marks; or the removal of the Marks at any time without prior notice. The Authorized Displayer shall make the changes or remove the Marks within two (2) business days after receipt of the notice by email, facsimile, or registered mail. If CIRA has previously approved the placement; manner or mode of display; use; or appearance which CIRA is requiring to be changed or removed, the Authorized Displayer shall have fourteen (14) days after receipt of the notice to make the changes or remove the Marks.