

# **GREAT PLACE TO WORK® INSTITUTE, INC. INTELLECTUAL PROPERTY USAGE POLICY**

This Intellectual Property Policy is intended to help create, maintain, and enforce the Intellectual Property used by a Client Company, Network Affiliate, or Partner of GPTW and is incorporated by reference into their respective Agreements. Please contact GPTW at [ca\\_contact@greatplacetowork.com](mailto:ca_contact@greatplacetowork.com) for any matters related to the use of GPTW Intellectual Property.

## **1. Usage and Protection of Trademarks/Service Marks**

1.1. A trademark is a word, phrase, symbol, shape, sound, color or even smell, which identifies that a product or service comes from a particular company and helps distinguish it from products and services provided by other companies. When a trademark appears in print, they must be distinguished from other words and identified as a trademark. A trademark must always be used as a proper adjective and must be followed by a generic descriptor that ends in a noun that is pertinent and approved for the trademark.

1.2. GPTW strategic trademarks are the phrase GREAT PLACE TO WORK® and our logo containing the phrase GREAT PLACE TO WORK® in a Red Box (the “Logo”). We have also used on a more limited basis our Logo containing the phrase GREAT PLACE TO WORK® in a black colored box. GPTW strategic trademarks are key elements of our brand identity. Their consistent usage enhances marketplace recognition.

1.3. GPTW non-strategic trademarks, which vary by country, include and are not limited to, translations and cultural adaptations of the phrase GREAT PLACE TO WORK, the visual works of art referred to as the “little people icons” that represent each dimension of the employee view of the Great Place To Work® Model and the graphics that represent the employee and management view, respectively, of the Great Place to Work® Model. GPTW has also developed trademarks for use in connection with specific Lists and other projects, including GIFTWORK® and JOURNEY™ Training.

1.4. GPTW registers trademarks trademark may be registered with a country’s Trademark Office in a specific class of goods or services such as class 35 – consulting services (surveys and workplace assessment), class 41 – educational services (conferences, workshops, training), and class 16 – printed material (books, best practices guides), and all in the field of human resources.

1.5. There are different symbols used to identify a trademark. The superscript <sup>TM</sup> trademark notice should appear next to trademarks that are not yet registered. The ® trademark notice is used in place of TM when the mark has received official registration and certification from a country’s Trademark Office, or on materials published in another country where the ® notice is already in use (that is primarily, any materials coming from the United States or indicating as their place of origin the United States, or any materials from another Company, Network

Affiliate, or Partner that is based in a country in which the trademarks have been officially registered). Please refer to the Listing of Worldwide Trademark Status to confirm the countries, and their related materials, in which the ® should be used versus the ™. Registrations have been issued in many countries, but if you are in doubt please contact GPTW at [ca\\_contact@greatplacetowork.com](mailto:ca_contact@greatplacetowork.com) for assistance and the current status of any trademark.

1.6. The proper notice should be used whenever the phrase “GREAT PLACE TO WORK®” is used as a brand name, for example “Great Place To Work® Advisory and Consulting Services” or “Great Place To Work® Conferences and Workshops.” Follow the specific instructions in the Brand Identity Policy and the current Brand Guide for use of notice in PowerPoint Presentations, Reports and Websites.

1.7. The words in our mark are protected no matter in what form they appear, but they are protected as a reflection of our brand, not as a descriptive phrase. However, in addition to displaying trademark notices, it is also recommended to distinguish the GREAT PLACE TO WORK® mark from surrounding text by displaying it in headings, in all capital letters and/or in a distinct typeface, color or size. Whenever you choose to display or write our mark the “®” symbol must always accompany “Great Place To Work®” when used to indicate our brand. To avoid confusion with the phrase “great place to work,” which is descriptive, we suggest that you use the phrase great workplace as an alternative. If we use our brand name as a descriptive phrase, then we weaken our trademark protection.

1.8. It is the responsibility of a Company, Network Affiliate, or Partner of GPTW to take reasonable steps necessary to properly represent and protect the mark GREAT PLACE TO WORK® as a registered trademark of the Great Place to Work® Institute, Inc. If usages of and/or references to the GPTW mark that occur (anywhere inside or outside of GPTW’s work) are sighted, it is the responsibility of the Company, Network Affiliate, or Partner to notify GPTW immediately at [ca\\_contact@greatplacetowork.com](mailto:ca_contact@greatplacetowork.com) and to provide documentation if possible as to where the GPTW mark has appeared.

1.9. Do not show the GPTW Logo in any color other than red or black. Never reverse to white. Do not link any text to the left, right, or top of the Logo. Do not use more than one Logo per page. Do not use the Logo with, or as part of, another logo or symbol or create a logo-like graphic that competes with the Logo. Do not use the Logo in headlines or sentences. Do not enclose the Logo in a shape. Do not rotate, invert, spin, angle or pivot the Logo. Do not skew, bevel, fold, dimensionalize, stretch, add a drop shadow or otherwise alter the shape of the Logo. The Logo may not be used by a third party without a license.

1.10. The local media agency responsible for publishing a List may, at the discretion of the Network Affiliate, include its logo on the letter inviting the companies to participate in a Best Companies competition but they may not put their logo on other materials without the prior written approval of GPTW and they may not put their logo on the Trust Index survey or Culture Audit or Culture Brief.

1.11 All copies of materials in whatever format (print or non-print) consisting of or related to a speech, presentation, proposal, report, advertisement, marketing collateral, product, web pages,

or document that contains all or any part of GPTW copyrighted subject matter or output derived from GPTW Intellectual Property (e.g. Data) must include the following paragraph in easily readable font and color in the introduction (or, if that is not reasonably feasible, then in a footnote or footer on the cover or first page):

*Great Place To Work®*, *the Great Place To Work Logo®*, (and any other GPTW trademarks used) are trademarks of Great Place To Work Institute Inc. claimed as such and/or registered in the United States Patent and Trademark Office and elsewhere. All other brand and product names are trademarks of their respective holders. Any use of GPTW trademarks requires prior written approval from GPTW. GPTW can be reached by e-mail at [ca\\_contact@greatplacetowork.com](mailto:ca_contact@greatplacetowork.com).

1.12 The list of GPTW trademarks includes:

Great Place To Work® or GREAT PLACE TO WORK® not great place to work

Red Box DESIGN® (upper or lower right side of Logo)

GPTW™

Great Place To Work For All™

For All™

Best Workplaces™

Great Workplaces™

High Trust Culture Consulting<sup>SM</sup>

Certification Nation™

Great Place To Work-Certified™

Great Place To Work DESIGN™ (Certification Badge) (upper or lower right side of Logo)

Trust Index™

Culture Audit™

Culture Brief™

Dimension Icons™

Emprising™

Assess™

Analyze™

Accelerate™

Better for Business, Better for People, Better for the World™

Best Workplaces for Women™

Best Workplaces for Diversity™

Best Workplaces for Millennials™

World's Best Workplaces™

World's Best Workplaces DESIGN™

#gptw4all™

#BestWorkplaces™

#greatplacetowork™

#greatworkplaces™

#100BestCos™

## **2. Usage and Protection of Copyrighted Materials**

2.1. Every speech or presentation, proposal, report, and/or other document that contains any of our intellectual property and/or used any of our intellectual property in order to create the outcome for distribution, must contain the following at the bottom of each and every page: “Copyright ©2019 Great Place To Work® Institute, Inc. All rights reserved.” (Note: the year must be changed to reflect revisions.)

2.2. When using all or any part of questions and/or statements from the GPTW copyrighted subject matter, the text must appear with quote marks around it. (For example, referring to Great Place To Work® Trust Index© question 32, “People here are treated fairly...”)

2.3. A Company, Network Affiliate or GPTW Partner may, at its own expense, develop Derivative Works based on GPTW Intellectual Property. Any Derivative Works shall be subject to the written approval of GPTW prior to any use. GPTW shall be the sole owner of all rights in and to any Derivative Works created and any and all elements thereof including any and all copyrights therein. A Derivative Work is defined by US Copyright Law and means a work based on one or more preexisting works, including translations, condensations, abridgments,

presentations or any work that utilizes an existing work and then recasts, transforms, or adapts, including by editorial revisions, annotations, elaborations, or other modifications.

2.4. All copies of materials in whatever format (print or non-print) consisting of or related to a speech, presentation, proposal, report, or other document that contains all or any part of GPTW copyrighted subject matter or output derived from GPTW Intellectual Property (e.g. Data) must include the following paragraph in easily readable size font and color in the introduction (or, if that is not reasonably feasible, then in a footnote or footer on the cover or first page):

This material is comprised of intellectual property owned by Great Place To Work® Institute, Inc. (“GPTW”), including copyrightable subject matter that has been noticed as such and/or registered with the United States Copyright Office. Any reproduction, distribution, transmission, adaptation, public display or public performance of the intellectual property (other than for preapproved internal purposes) requires prior written approval from GPTW. GPTW can be reached by e-mail at [ca\\_contact@greatplacetowork.com](mailto:ca_contact@greatplacetowork.com).

2.5. The list of GPTW copyrights includes:

Great Place To Work® Survey©

Great Place To Work® Database©

Great Place To Work® Trust Index©

Great Place To Work® Culture Audit©

Great Place To Work® Culture Brief©

Great Place To Work® Model©

Great Place To Work® Methodology©

Great Place To Work® 2019 100 Best Methodology©

Great Place To Work® Best Workplaces for Women Methodology©

Great Place To Work® Best Workplaces for Diversity Methodology©

Great Place To Work® Best Workplaces for Millennials Methodology©

Great Place To Work® Certification and Lists Methodology©

Great Place To Work® World’s Best Workplaces Methodology©

Great Place To Work® For All©

Beyond Best Practices©

Beyond Best Practices, Trust as the Key to High Performance Workplace ©

Creating a Great Place to Work©

360 Trust Appraisal©

Great Place to Work® Culture Audit©

Transformation Roadmap©

### **3. Consequences of Not Following the GPTW Intellectual Property Policy**

3.1. Failure to protect GPTW Intellectual Property as put forth in this Policy is a breach of the Network Affiliate or Partner Agreement.

3.2. It is prohibited to use, register, or include a GPTW trademark or copyright in any part of a Company or Partner's company, product, or service name. It is also prohibited for a Company or Partner to use or register a domain name or create any social media account, username, page, group, or handle that includes any GPTW trademark or copyright in a way that is likely to cause confusion with consumers or the public as to whether the account, username, page, group, or handle is affiliated with or sponsored by GPTW.

3.3. If others in the marketplace have access and are using GPTW Intellectual Property without authorization, the GPTW unique business and offerings will become commonplace and lose their protection.

3.4. If it is known that others are using GPTW Intellectual Property and the improper and/or illegal usage is allowed to continue, unacceptable behavior is inadvertently becoming acceptable behavior which it is not.

3.5. If a Company, Network Affiliate, or Partner of GPTW does not protect the GPTW Intellectual Property, nobody else will do it for us. Competitors are becoming more eager to weaken the GPTW Intellectual Property so that it becomes commonplace and then they can rightfully use it. As the GPTW Brand continues to grow, so will a Competitor's boldness of using the GPTW Brand for their own profit.

3.6. For each individual usage that exists (to our observable knowledge) that is not in accordance with GPTW Intellectual Property Policy, we will be playing a part in the damage to our own business. A damage that will only compound upon every single usage. The worst-case scenario is that the damages compound and we are either involved in a costly lawsuit trying to "win" back what was once GPTW materials, or worse yet, we are out-of-business because GPTW Intellectual Property has become commonplace.

3.7. Permission for some uses of GPTW Intellectual Property should be denied if it would harm GPTW business interests and/or create a derivative work based on our materials that would diminish GPTW's ability to create and market our own similar work.

June 1, 2019