



Permission to Use Trademark and/or Copyrighted Work Form

We do not allow use of our trademarks and copyrighted work by third parties unless specific permission is granted. If you wish to request permission, please fill out and sign this Permission Form and provide the requested materials to branddesign@salesforce.com. We will review your submission and if approved, we will provide you with a confirmation email. Please allow at least 10 business days for a response. Note that any confirmed approved use will be subject to the terms and conditions contained in this Permission Form. If you have a Salesforce internal contact, please consider having that individual submit this Permission Form and materials on your behalf.

Do not use this form if you are an exhibitor at or a sponsor of Dreamforce or any other Salesforce event. Instead, please reach out to partnersuccess@salesforce.com.

Request Type *(To make your selection, please highlight from your options shown below)*

<input type="checkbox"/> Vendor Endorsement <input type="checkbox"/> Customer Endorsement <input type="checkbox"/> Product Integration <input type="checkbox"/> Sponsorship <input type="checkbox"/> Publication <input type="checkbox"/> Other _____
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Requester Information

Your Name:	
Your Email:	

Name of organization:
Relationship to Salesforce:
Internal Salesforce contact:
Justification to support this connection to our brand:
Organization's website:

Requested Brand Asset

Describe or attach the specific trademark ("Trademark") or copyrighted work ("Work") (collectively referred to as "Brand Asset") you wish to use (exs. the Salesforce Corporate Logo, Trailhead Logo, infographic) here:
Please provide a mockup showing how you propose to use the Brand Asset (NOTE: we cannot proceed with the review of your request without this mockup):

Describe the media in which you wish to use the Brand Asset (e.g., print, digital, website, brochures, etc.) and the length of time it will run, including beginning and end date:

Describe where your use of the Brand Asset will take place (e.g., city, state, country, etc.):

Is there already an existing agreement or other contract in place with Salesforce that covers the proposed use of the Brand Asset? If yes, please provide a copy.

This Permission Form is not binding or valid until signed and you receive express approval of your request by the Salesforce Brand team. By signing the below, you agree to the following terms and conditions should your request be approved:

- If you are signing below on behalf of a company or other organization, you represent that you have the authority to bind that company or organization and its affiliates to this Permission Form, in which case the terms “you” and “your” shall refer to such company or organization and its affiliates.
- As applicable, Salesforce grants you a limited, royalty-free, non-exclusive license to use the Work without any right to grant further licenses to others and/or grants you a limited permission to use the Trademark without any right to grant permission to others unless they are manufacturing products to your order or providing services necessary to use the Trademark in the manner described above (e.g., to print t-shirts).
- Salesforce may revoke the rights granted in this Permission Form at any time by written notice to you at the email address you provide above either without cause in its sole discretion or, in the event of your material breach of this Permission Form. If Salesforce revokes the rights granted in this Permission Form without cause, then you shall stop all further use of the Work or Trademark, as applicable, and destroy all copies of the Work or Trademark in your possession or control within ten (10) calendar days after Salesforce’s notice to you; however, you may fulfill any contracts that you have entered into in reliance on this Permission Form. If Salesforce terminates the rights granted in this Permission Form for your material breach, then you shall stop all further use of the Work or Trademark and destroy all copies of the Work or Trademark in your possession or control within five (5) calendar days after Salesforce’s notice to you.
- Any use by you of a Salesforce Work or Trademark pursuant to this Permission Form will comply with the Salesforce Trademark and Copyright Usage Guidelines at: https://c1.sfdcstatic.com/content/dam/web/en_us/www/documents/legal/intellectual%20property/salesforce-trademark-usage-guidelines.pdf as well as the below listed guidelines as applicable.

For Copyrighted Works:

- You shall use the Work solely in the manner, for the purpose, and in the media described above and in no other manner, for no other purpose and in no other media.
- You shall include the following legend in all copies of the Work: “© 20XX salesforce.com, inc. All rights reserved. Used with permission.”
- You shall not make any modifications to the Work, or create derivative works based on the Work.
- You shall not use the Work with objectionable material (for example, material that is defamatory, scandalous, pornographic or illegal).
- You shall not use the Work to disparage anyone including, but not limited to, Salesforce or

- any of its employees or management.
- By using the Work, you acknowledge that Salesforce is the exclusive owner of all right, title and interest in the Work and all copyrights therein. You shall take no action inconsistent with Salesforce’s copyrights in and ownership of the Work.

For Trademarks:

- You shall use the Trademark solely in the manner, for the purpose, and in the media described above and in no other manner, for no other purpose and in no other media.
- You shall include the legend, “®” or “TM”, as appropriate next to the Trademark.
- You shall not change or alter the Trademark in any way, combine it with any other trademark, or use it with any other word, design, logo or other element.
- You shall not use the Trademark in a manner that suggests your product or service is provided under the Trademark or is endorsed or sponsored by Salesforce.
- You shall not use the Trademark with objectionable material (for example, material that is defamatory, scandalous, pornographic or illegal).
- You shall not use the Trademark to disparage anyone including, but not limited to, Salesforce or any of its employees or management.
- By using the Trademark, you acknowledge that Salesforce is the exclusive owner of all right, title and interest in the Trademark. You shall take no action inconsistent with Salesforce’s ownership of the Trademark.

[Signature block for Requestor]

(Your Company)

Signature: _____
Full Name: _____
Title: _____
Date: _____

NOTE: THIS PERMISSION FORM IS NOT BINDING OR VALID UNTIL SIGNED AND YOU RECEIVE EXPRESS APPROVAL OF YOUR REQUEST BY THE SALESFORCE BRAND TEAM.