

# UKG Trademark Usage Policy

## Policy Overview



The trademarks, service marks, trade names, trade dress, logos, and designs (collectively, the “UKG Marks”) of UKG Inc. and its affiliates (collectively “UKG”) are intellectual property that is owned by UKG and are valued assets of UKG. All UKG Marks, whether registered or unregistered, must be used in accordance with this UKG Trademark Usage Policy (the “Policy”). This Policy applies to all UKG employees as well as any reseller, partner, vendor, customer, consultant, agent and any other third party that is authorized or has the right to use or reproduce any UKG Mark. Use of the UKG Marks without the prior written consent of UKG may constitute trademark infringement and unfair competition in violation of federal and state laws. Use of UKG Marks may be prohibited, unless expressly authorized by UKG. UKG reserves the rights, exercisable at its sole discretion, to modify this Policy and/or the UKG Marks at any time without notice and to take appropriate action against any unauthorized or nonconforming use of the UKG Marks.

By using the UKG Marks, in whole or in part, you are agreeing to use such UKG Marks in accordance with this Policy and you are acknowledging that all rights to the UKG Marks are the sole and exclusive property of UKG and all goodwill generated through your use of the UKG Marks will inure to the sole benefit of UKG. You will not interfere with UKG’s rights in the UKG Marks including challenging UKG’s use, registration of, or application to register a UKG Mark anywhere in the world, and that you will not harm, misuse, or bring into disrepute any UKG Mark.

## Key Takeaways

### 1) List of UKG Marks

The list of UKG Marks can be found at: [www.ukg.com/trademarks](http://www.ukg.com/trademarks) (the “Trademark List”). The Trademark List may be updated without notice and should be referred to regularly. This list may not be complete or comprehensive, and the omission of any UKG Mark from the Trademark List does not in any way represent a waiver of any intellectual property right of UKG in or to any UKG Mark.

### 2) Use of UKG Marks

Trademarks are always proper adjectives used to describe generic nouns. Trademarks should never be used as nouns or verbs and should never be pluralized or used in the possessive form. For common law trademarks or trademarks with a pending application for federal trademark registration use the symbol <sup>™</sup>. For trademarks that are registered with the U.S. Patent and Trademark Office use the symbol <sup>®</sup>.

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## 3) Rules to Follow When Using a UKG Mark

1) <b>Always</b> use a UKG Mark as a proper adjective accompanied by a generic noun. <b>Correct use:</b> Today, UKG launched a new version of the UKG Employee Voice™ solution, which has a more elaborate library of engagement surveys. <b>Never</b> use a UKG Mark as a noun. <b>Incorrect use:</b> Today, UKG® launched a new version of UKG Employee Voice™, which has a more elaborate library of engagement surveys.
2) <b>Never</b> pluralize a UKG Mark or make it possessive.
3) <b>Never</b> combine a UKG Mark with other words, symbols, or numbers, either as one word or with a hyphen.
4) <b>Never</b> abbreviate a UKG Mark.
5) <b>Always</b> use the proper spelling of the UKG Mark.
6) <b>Always</b> use the proper trademark designator (™ or ®, as applicable).
7) <b>Never</b> use multiple trademark designators for the same solution. <b>Correct use:</b> UKG Pro People Center™ solution. <b>Incorrect use:</b> UKG Pro® People Center™ solution.
8) Only the first mention of a UKG Mark in the body of copy requires a trademark designator (™ or ®) unless there is a specific purpose (for example, a brand launch).
9) Trademark designators (™ or ®) are not usually placed in titles or subject lines, only in the body of the copy.

## 4) Use of “UKG” as a Trademark Versus the Use of UKG’s Company Name

“UKG” is not only a UKG Mark which is used to identify UKG’s products and services, it also serves as the company’s name. Therefore, the word “UKG” is generally used in two different ways: (i) as a trademark to identify UKG’s services and products; or (ii) as a tradename to identify UKG the company – UKG Inc.

A trademark designator (™ or ®) should never be used with the name of UKG the company. For example, do not use UKG® Inc.

Consider the following example: UKG sells UKG® solutions. Why doesn’t the first “UKG” have the® designation? Because the first “UKG” is the tradename for UKG the company, i.e., “UKG Inc.”, not the brand of UKG products and services:

UKG – the company

Sells

UKG® solutions – UKG branded solutions

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## 5) Marketing, Advertising, Promotional, and Sales Materials

Only UKG and its authorized resellers, partners and licensees may use the UKG Marks in marketing, advertising, promotional, and sales materials. Such authorized parties may only use the UKG Marks as specified in their agreement with UKG and in accordance with this Policy. Such use must always be in conjunction with the appropriate terms that define the relationship under their contract with UKG (i.e., Authorized Reseller).

## 6) Prohibited Use of UKG Marks

You may not use any UKG Marks except in accordance with your agreement with UKG and as specifically noted in this Policy. You may not use the UKG Marks in connection with websites, marketing and advertising materials, products or for any other purpose except pursuant to an express written license from UKG, such as in your agreement with UKG. You may not use a UKG Mark in a disparaging or malicious manner. You may not register any UKG Mark in any jurisdiction. You may not register a domain name containing a UKG Mark. You may not use a UKG Mark in a manner that would imply UKG's affiliation with or endorsement, sponsorship, or support of a third-party product or service, except as may be otherwise agreed to in your agreement with UKG.

## 7) Third Parties Using a UKG Mark

If you come across any instance where you discover that a UKG Mark is being used by a third- party without permission or without a permissible exception (for example, a magazine article discussing HCM solutions would be permitted to display a UKG Mark, but a vendor who incorrectly reports that we have endorsed their products would not), please contact [Trademarks@ukg.com](mailto:Trademarks@ukg.com) immediately, and provide as much detail as reasonably possible. Do not attempt to contact the third party directly.

## Questions About This Policy?

Should you have any questions or would like additional information regarding this Policy, please contact [Trademarks@ukg.com](mailto:Trademarks@ukg.com).



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## Version History

**Review History:** March 17, 2023; UKG Trademark Usage Policy; Ed Galante, Legal Director

**Effective Date:** March 17, 2023

**Applicability:** This Policy applies to all UKG employees as well as any reseller, partner, vendor, customer, consultant, agent and any other third party that is authorized or has the right to use or reproduce any UKG Mark.