

Altus Group Trademark usage policy

Proper use of Altus Group trademarks

Referring to Altus Group

The “Altus Group” name is not only a trademark used to identify Altus Group, its affiliates, and their respective products and services, it also serves as the company name. When using the “Altus Group” name as a reference to the company, “Altus Group” may be used as a noun or in the possessive form and no trademark symbol is needed. In addition:

- On first references, the company generally should be identified as “Altus Group”
- On subsequent references within a document, the company may be referred to as “Altus”

Use proper trademark notice symbols

A trademark symbol must be used to indicate Altus Group claimed trademarks and logos. The symbol “R” must be used to indicate registered trademarks and the symbol “TM” must be used to indicate the Company’s claimed, non-registered trademarks. Please make the trademark symbol a superscript and position it immediately after the trademark to which it applies (e.g., ARGUS[®], etc.). If superscript symbols cannot be displayed, enclose the letters “R” or “TM” in brackets in

each instance instead. Whenever you reference a product name, please check the trademark list in the Altus Group Trademark Guidelines (listed at the end of this document) to ensure that the appropriate symbol is correctly applied in the appropriate location. For text documents, the ® or ™ symbol is needed only the first time a trademark is referenced in a publication. Each web page should be considered an individual document, so the notice should be used on the first reference of each individual web page.

Proper use of trademarks

Trademarks are always adjectives (product names), which modify nouns (the product type). A Company trademark should be used as an adjective describing a product or service. Company trademarks should never be used as a noun or verb or as a shorthand way of identifying a product.

For example:

Correct: ARGUS[®] software powers our business with real-time analytics.

Incorrect: ARGUS software powers our business with real-time analytics.

Correct: We’ve created a great data model by using ARGUS[®] software to analyze our data.

Incorrect: We’ve created a great data model by ARGUSing our data.

Make Altus Group trademarks stand out

Make sure that use of an Altus Group trademark is distinct from other text, logos, or images. Methods of distinguishing a text mark may include one or more of printing it in CAPITALS, using **bold face text**, Initial Capitalization, or displaying the mark in “quotation marks.” Refer to any applicable brand and style guidelines made available by corporate marketing for additional guidance on proper use of logos or other design marks.

Do not use a company trademark:

- as a noun;
- in a possessive or plural form;
 - Exceptions: Use of the possessive is permitted when the term is used as a trade name, and use of the plural form is permitted if the trademark itself is in plural form.
- in altered, edited, modified, or hyphenated form;
 - Examples: abbreviating the trademark; changing the colors or typeface of the trademark
- in any form of combination with any third party

trademark, company name, trade name, or product name;

- in connection with the promotion of a third party trademark or product name, unless:
 - the Company trademark is used in an informational context to inform consumers that a third-party product is compatible with the referenced Company product or service, provided that such use complies with these Guidelines and the following requirements;
 - the Company trademark is not part of the third-party product name;
 - the Company trademark appears less prominently than the third-party trademark;
 - the Company trademark is used only in a referential context;
 - the third-party product is compatible with the Company product or service referenced;
- to identify a product or service that is not provided by, or licensed by, Altus Group or one of its affiliates;
- in any manner that expresses or implies Altus Group's endorsement, sponsorship, affiliation or

certification of another company or its products and services; or

- in a manner that is likely to cause confusion as to origin of a product or service.

Logo use

Unless expressly authorized by Altus Group, any use of a Company logo or design trademark is prohibited. If you have received express written authorization from Altus Group to use a Company logo (e.g., pursuant to a license or a valid Partnership Agreement), you must adhere to the terms of your license or agreement and any partnership or program guidelines (including brand and style guides maintained by the Altus Group Marketing Department), as well as the following requirements.

- All Company logos must be reproduced from materials supplied by Altus Group; and
- Company logos must be used without any alteration to the design, words, color, proportion, or trademark attribution.

Trademark legend

The trademark legend is the legal text that identifies the Company's trademarks. The following legend should be included whenever a Company trademark is used and should be in a location typically used for copyright and other legal notices (e.g., the end of a document, on the front cover of documentation, or on the bottom of a web page):

"[List Altus Group Trademarks mentioned in the publication] are either registered trademarks or trademarks of Altus Group and/or its subsidiaries in United States and/or other countries."

Domain names and social media

Do not use or register an Altus Group trademark or potentially confusing variations thereof as a domain name or in any meta tag or other hidden text in a webpage as this may violate our trademark rights and lead to confusion as to the source of the website and its content. Do not register any variation of Altus Group's domain name that may cause confusion among customers or the general public. Likewise, you may not use or register an Altus Group trademark or potentially

confusing variation thereof as a social media account name, profile, avatar, or handle. A violation of this policy may result in legal action by Altus Group.

Publication titles

You may not use a Company trademark in the title of online or printed magazines, periodicals, book series, and other serial publications without a license.

Trade dress

You may not use or imitate the trade dress of Altus Group, including the look and feel of their web properties, user interfaces, marketing materials, product packaging, font, color scheme, and any other imagery associated with the Company.

Merchandise

You may not use a Company trademark on any merchandise or promotional items (e.g., t-shirts, mugs, pens) regardless of whether such items are sold or given away, or provided only to a limited or internal group of people (e.g., employees or customers) without a license.

Partner, certification, and program trademarks

Altus Group owns several trademarks and related badges that support various product and service Programs. These marks and badges are expressly reserved for approved participants in the applicable program. Please refer to your agreement with the Company, and any applicable program guidelines, for more information on proper use of Company Program marks.

Educational and informational purposes

Company word marks (but not logos, stylized word marks, or other graphic depictions of any Company marks) may be used in an informational context to describe the subject matter of an educational or informational program, such as training presentations and “how-to” videos, technical blogs, provided that such use complies with this Policy and the following requirements:

- The Company mark appears less prominently than the rest of the program title and is used only in a referential context
- The subject matter must relate to the specific Company product or service referenced
- The use does not falsely imply a sponsorship, certification or endorsement by, or a partnership or affiliation with, the Company.

Company partners, certified entities or individuals, or other program members should refer to their applicable agreement and guidelines for more specific guidance. Any materials relating to educational or informational programs must include proper trademark symbols, a trademark legend as set for the above and a disclaimer statement similar to the example right.

If the program is presented only in audio format, whether live or recorded, without any visual aids or physical or online materials, the notice and disclaimer statements must be read out loud at the beginning of the program.

Sample disclaimer statement

The statements made and opinions expressed herein belong exclusively to [insert your name/company name] and are not shared by or represent the viewpoint of Altus Group, Inc. This information does not constitute Altus Group’s endorsement of any product, service, or point of view. Altus Group makes no representations, warranties, or assurances of any kind, express or implied, as to the completeness, accuracy, reliability, suitability, availability, or currency of the content contained in this information. In no event shall Altus Group, its agents, officers, employees, licensees, or affiliates be liable for any damages for loss of profits, business information, loss of information, arising out of the information or statements contained in the presentation. Any reliance you place on such content is strictly at your own risk.

Protecting Altus Group trademarks against infringement and misuse by others

In addition to using Altus Group trademarks properly, it is equally important that we protect Altus Group trademarks from infringement or misuse by others. Please follow these guidelines to help ensure that Altus Group brands remain protected.

Report suspected infringements or misuse of Altus Group trademarks

Trademarks can be weakened or lost if a trademark owner does not take appropriate action against infringements or other misuses of its marks. It is important that action be taken quickly because undue delay can potentially limit legal remedies. Please reach out to your contact if you become aware of:

- Any third-party use of Altus Group trademarks, or any similar trademarks, that you believe may violate Altus Group's rights
- Any third-party use of Altus Group trademarks in a generic sense, for example, by using the ARGUS trademark to refer to calculation software generally and not ARGUS products offered under the ARGUS trademark

Do not allow others to use Altus Group trademarks without appropriate approval

Allowing third parties to use Altus Group trademarks without proper control over the nature and quality of the use can jeopardize the marks and expose Altus Group to potential liability.

If a third party requests a license or permission to use any Altus Group trademarks please direct them to your contact.

Altus Group trademark list

Registered ®

The following list of registered names may not be active brand terms.

Altus ®	Broker Assist ®	Real Condo ®
Altus Analytics ®	Builder Boulevard ®	Real Condo Investor ®
Altus Databridge ®	Developer’s Den ®	Real Info ®
Altus Expert Services ®	Dyna ®	Real Insider ®
Altus ID ®	EstateMaster ®	RealNet ®
Altus InSite ®	Fairways Debt ®	Sigale ®
Altus Intelligence ®	Forbury ®	SmartMall ®
Altus Intelligence Platform ®	FinAsset ®	Street Smart. World Wise. ®
AltusSphere ®	Groupe Altus ®	Valeri ®
ARGUS ®	Insider ®	V-Kompass ®
ARGUS Cloud ®	Integris ®	Voyanta ®
ARGUS Enterprise ®	Integris Real Estate Counsellors ®	
ARGUS Intelligence ®	My Informed Advantage ®	
ARGUS Knowledge Vault ®	Office Life ®	
BlueMint ®	Reonomy ®	

Registered ®

The following list of registered design marks may not be active brand logos.



Pending TM

Altus Data Studio TM

Altus Data Workspace TM

Intelligence as a Service by Altus Group TM

Intelligence as a Service TM