

# ElephantSqlDB®

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## Trademark Use Guidelines

ElephantSqlDB, Inc.

Austin, Texas

Effective Date: February 2026

**CONFIDENTIAL**

## 1. Introduction

These Trademark Use Guidelines (the “Guidelines”) govern the use of trademarks, service marks, trade names, logos, and other brand identifiers owned by ElephantSqlDB, Inc. (“ElephantSqlDB,” “we,” “our,” or “us”). These Guidelines apply to all third parties, including partners, licensees, resellers, customers, media, analysts, and the general public.

ElephantSqlDB is a federally registered trademark of ElephantSqlDB, Inc. Our trademarks represent the quality, innovation, and reliability of our quantum-augmented database technology. Proper use of our trademarks protects both our brand and our users from confusion in the marketplace.

## 2. Our Trademarks

The following marks are owned by ElephantSqlDB, Inc. and are protected under applicable trademark laws:

Mark	Description
ElephantSqlDB®	Registered wordmark for the quantum-augmented database platform
ElephantSqlDB Logo  	The official elephant icon and logotype combination
Asymptotic Algorithms™	Proprietary computing paradigm for AI-discovered algorithms

This list is not exhaustive. ElephantSqlDB reserves the right to assert trademark rights in additional marks, product names, slogans, and design elements as they are developed and deployed.

## 3. General Principles of Trademark Use

### 3.1 Trademark Notices

When referencing ElephantSqlDB trademarks, use the appropriate trademark symbol:

- Use ® (R) for the ElephantSqlDB name, which is a federally registered trademark, on first and most prominent use.
- Use ™ (TM) for unregistered trademarks such as Asymptotic Algorithms™ on first and most prominent use.
- Include an attribution statement in footnotes or legal notices of all materials.
- All uses of the ElephantSqlDB® registered trademark must include a written attribution statement identifying ElephantSqlDB, Inc. as the owner of the mark, as further described in Section 3.4 below.
- The ® symbol must appear in superscript immediately following the mark with no intervening space.

### 3.2 Proper Trademark Form

Trademarks must always be used as adjectives, not as nouns or verbs, and should be followed by a generic descriptor on first use:

- “ElephantSqlDB® database platform” — correct usage as an adjective.
- “ElephantSqlDB® technology” — correct usage as an adjective.
- Never use the mark in possessive or plural form (e.g., avoid “ElephantSqlDB’s” or “ElephantSqlDBs”).

### 3.3 Visual Integrity

To maintain brand consistency, the following rules apply to the visual presentation of our marks:

- Never alter, rotate, distort, or animate the ElephantSqlDB logo.
- Maintain minimum clear space around the logo equal to the height of the “E” in the wordmark.
- Never place the logo on visually busy or low-contrast backgrounds.
- Use only approved color variations: full-color, single-color black, or single-color white (reversed).

### 3.4 Required Attribution

Any and all use of the ElephantSqlDB® registered trademark, whether in print, digital, broadcast, or any other medium, must include a clear and conspicuous attribution statement identifying ElephantSqlDB, Inc. as the sole owner of the mark. This requirement applies to all authorized users, including but not limited to partners, licensees, resellers, media, analysts, and any third party referencing the mark.

**Mandatory Attribution Statement.** The following attribution statement (or substantially similar language approved in writing by ElephantSqlDB, Inc.) must appear in a footnote, endnote, legal notice section, or other reasonably prominent location within any material that uses the ElephantSqlDB® mark:

*“ElephantSqlDB® is a registered trademark of ElephantSqlDB, Inc. All rights reserved.”*

Where additional ElephantSqlDB trademarks are used in the same material, the attribution statement must be expanded to include all such marks. For example:

*“ElephantSqlDB® and Asymptotic Algorithms™ are trademarks of ElephantSqlDB, Inc. All rights reserved.”*

**Placement and Prominence.** The attribution statement must be displayed in a manner that is legible and reasonably conspicuous to the intended audience. Acceptable placements include: the footer or legal notices section of a webpage; a footnote on the first page where the mark appears in a printed document; the credits or legal section of a presentation, video, or broadcast; or the “About” or “Legal” section of a software application.

**Failure to Attribute.** Any use of the ElephantSqlDB® registered trademark without the required attribution to ElephantSqlDB, Inc. constitutes a violation of these Guidelines and may result in the immediate revocation of any license or permission to use the mark, as well as any other remedies available at law or in equity.

## 4. Authorized Uses

### 4.1 Referential / Nominative Use

Third parties may use ElephantSqlDB trademarks without prior written consent solely for the purpose of truthfully referring to or describing ElephantSqlDB or its products, provided that such use:

- Is not likely to cause confusion about the source, sponsorship, or endorsement of the third party’s products or services.
- Does not suggest that ElephantSqlDB has sponsored, endorsed, or is affiliated with the third party.
- Uses only as much of the mark as is necessary for identification.
- Includes the appropriate trademark symbol and attribution notice.

### 4.2 Partner and Licensee Use

Partners, resellers, and licensees who have executed a written agreement with ElephantSqlDB may be granted limited rights to use the trademarks in connection with the marketing and distribution of ElephantSqlDB products. Such use must comply with the specific terms of the applicable agreement, these Guidelines, and any supplemental brand guidelines provided.

### 4.3 Press and Media Use

Members of the press and media may use the ElephantSqlDB name and logo for editorial purposes in news articles, reviews, and reports, provided that the use is accurate, non-misleading, and accompanied by proper trademark attribution.

## **5. Prohibited Uses**

The following uses of ElephantSqlDB trademarks are strictly prohibited without prior written consent:

- Incorporating any ElephantSqlDB trademark into your own company name, product name, service name, domain name, or social media handle.
- Using ElephantSqlDB trademarks in a manner that implies sponsorship, endorsement, or affiliation where none exists.
- Modifying, abbreviating, or combining the ElephantSqlDB name or logo with other words, symbols, or designs.
- Using ElephantSqlDB trademarks in connection with products or services that are inferior, unlawful, or likely to damage ElephantSqlDB's reputation.
- Using the marks in any manner that disparages ElephantSqlDB or its products, or that dilutes the distinctiveness of the marks.
- Registering any trademark, domain name, or social media account that contains or is confusingly similar to any ElephantSqlDB trademark.

## 6. Quick Reference: Do's and Don'ts

DO	DON'T
✓ Use the full name “ElephantSqlDB”	✗ Abbreviate to “ESDB” or “ElephantSQL”
✓ Include ® on first/prominent use	✗ Omit trademark symbols entirely
✓ Follow the mark with a generic term	✗ Use the mark as a noun or verb
✓ Use approved logo files only	✗ Recreate or redraw the logo
✓ Maintain clear space around the logo	✗ Crowd the logo with other elements
✓ Attribute ownership in legal notices	✗ Imply the mark is your own

## 7. Attribution Statements

All materials using ElephantSqlDB trademarks should include one of the following attribution statements:

### 7.1 Short Form

*“ElephantSqlDB is a registered trademark of ElephantSqlDB, Inc.”*

### 7.2 Long Form

*“ElephantSqlDB and the ElephantSqlDB logo are trademarks or registered trademarks of ElephantSqlDB, Inc. in the United States and other jurisdictions. All other trademarks are the property of their respective owners.”*

## 8. Logo Usage Specifications

### 8.1 Minimum Size

The ElephantSqlDB logo should never be reproduced smaller than 1 inch (72 pixels) in width for print, or 100 pixels in width for digital applications. This ensures legibility of the wordmark and icon.

### 8.2 Color Specifications

Approved color treatments for the logo are as follows:

- Full color: Use the official brand palette as provided in the ElephantSqlDB Brand Kit.
- Single-color black: For use on light backgrounds where full color is not feasible.
- Single-color white (reverse): For use on dark backgrounds.
- Do not apply gradients, shadows, outlines, or effects to the logo.

## 8.3 Background Requirements

The logo must be placed on clean, uncluttered backgrounds with sufficient contrast. Avoid placing the logo over photographs, patterns, or complex illustrations unless a solid-color holding shape is used.

## 9. Domain Names and Social Media

You may not register any domain name or social media account that contains “ElephantSqlDB,” “ElephantSQL,” or any confusingly similar variation without prior written authorization. This includes but is not limited to domain extensions such as .com, .io, .dev, .ai, and country-code TLDs.

If you become aware of unauthorized use of ElephantSqlDB trademarks in domain names or social media, please report it to our legal team at the contact information provided below.

## 10. Reporting Trademark Misuse

ElephantSqlDB takes the protection of its intellectual property seriously. If you become aware of any unauthorized or improper use of our trademarks, please contact us at:

**ElephantSqlDB, Inc.**

Legal Department

Austin, Texas, United States

Email: [legal@elephantsqldb.com](mailto:legal@elephantsqldb.com)

## 11. Modifications to These Guidelines

ElephantSqlDB reserves the right to modify these Guidelines at any time and for any reason. Updated versions will be published on the ElephantSqlDB website. Continued use of ElephantSqlDB trademarks after modifications constitutes acceptance of the revised Guidelines.

## 12. Governing Law

These Guidelines and any disputes arising from the use of ElephantSqlDB trademarks shall be governed by and construed in accordance with the laws of the State of Texas, without regard to its conflict of law provisions. Any legal action shall be brought exclusively in the state or federal courts located in Travis County, Texas.

*ElephantSqlDB, Inc. — Pioneering Quantum-Augmented Database Technology*