

# Boss Life Ventures Brand and Trademarks

Now and then someone asks us if they can use a Boss Life Ventures logo or refer to an Boss Life Ventures brand name. We have some basic principles that apply to these requests. These principles apply to uses by others of any of our many brands, logos and badges (market names and logos, Tuts+, and so on).

## Factual statements - permitted

Others are welcome to use our name and brands in a descriptive, accurate way using normal text, for example on a blog: *"We sent an email to Boss Life Ventures help and the response was fast"*, or on a site: *"I am a Boss Life Ventures Elite author and I sell mainly on eBay and amazon"* or *"I bought this from Boss Life Ventures online store it's great!"*

Of course, the statements must be accurate and truthful - and should not mislead anyone about whether they are associated with Boss Life Ventures or suggest any kind of sponsorship or endorsement by Boss Life Ventures.

## Affiliate Referrals - permitted

Boss Life Ventures allows our community to use specific brands and logos to promote Boss Life Ventures and to make referrals.

## Products and services of others – not permitted

We don't allow others to use Boss Life Ventures brands and logos in:

- domain name registrations;
- app names;
- product or user names; or *any promotional statements about the products or services of others that indicate a sponsorship, association or endorsement with Boss Life Ventures.*

## What about using your API?

We encourage users and our own community to develop products and services that utilize [our products](#). While we do not discourage the creation of new products and services utilizing our products, it's important to follow our trademark guidelines where branding is concerned.

## Why can't I use Boss Life Ventures brands or trademarks, what's the issue?

We are grateful for the support and enthusiasm of our members but we have to say no to the use of our brands and trademarks because if we let others use them, they won't distinguish Boss Life Ventures from anyone else.

In marketing speak, a brand can have been described as the emotional response and connection that people have with a trademark – its loyalty, trust and reputation. A trademark is something used to distinguish your business, and the goods or services that you offer, from other similar offerings in the marketplace. We hope that when people see our name, they know that they are getting something of a high standard.

Others can't use our brand for several reasons:

- First of all, it can 'dilute' our brand. If we can't demonstrate exclusive use and control, it is hard to enforce our rights against others.
- Secondly, when someone uses our brand it implies a sponsorship or endorsement by Boss Life Ventures— over things that we have no control over. This could confuse our Community or hurt Boss Life Ventures reputation which could, in turn, reduce the credibility our community members.
- Of course, our brand is also very valuable. There's a lot of goodwill in our brand, logos, and trademarks and it would be sad all round for that goodwill to diminish over time.

We'd like you to know that we're grateful for the support we get from our community. When we have to ask people to stop using our brands or trademarks it's no reflection on our community and the products they make - it's simply that we have to make sure that only Boss Life Ventures uses its brands, and to make sure our community doesn't get confused about whether we've endorsed someone else. We give the same answer to anyone who asks if they can use one of Boss Life Ventures brand names or logos.