

Trademark Guidelines

We've developed these guidelines to ensure our company trademarks are properly displayed and remain undiluted across our customer, partner, and plugin ecosystems.

Our Trademarks

Lonti.com Pty Ltd ("LONTI"), a corporation located at Suite 901, 77 Pacific Highway, North Sydney NSW 2060 AUSTRALIA, has registered some of the trademarks below or has otherwise sought protection as indicated below in the U.S and other countries. We have done this to protect and preserve the marks for our community of customers, developers, partners, and supporters for the benefit of everyone involved with LONTI. By this we mean that people should be able to recognize when a product is from LONTI.

You may use the LONTI trademarks below in any blog, news article, or on your website without our written consent, as long as you use them according to this guideline, retain the capitalization structure indicated below, and retain the ® symbol or ™ symbol as applicable on the right shoulder of the mark according to the usage in the list below.

Term	Status	Use
Lonti	™	Operating brand of Lonti.com Pty Ltd and associated products and services
TORO	®	Historical operating brand of Lonti.com Pty Ltd and associated products and services
Toro Cloud	®	Historical operating brand of Lonti.com Pty Ltd and associated products and services
Martini	™	Integration Platform as a Service
Bellini	™	Low-code application development
Negroni	™	Data modeler for CDM based services

If you have any questions about the use of LONTI trademarks, please contact us at legal@lonti.com

Our logos

LONTI logos are distinctive graphic renditions. You may use the LONTI logo or product logos in a blog or news article, publication, book or other online or offline medium, or on your website in reference to the respective LONTI product, without our written consent, provided that the logos are unaltered in anyway, and the ® symbol (or the ™ symbol, as applicable) is retained. All other usages of the LONTI logos require the written approval of LONTI.

Name dropping

Trademarks protect LONTI as well as our community of customers, developers, partners, and vendors. They identify the source of one provider's products from another. By "products" we mean all types

of offerings, ranging from commercial products and services to open source and free software and informational websites. Trademark law protects the public's ability to rely on trademarks for information about product source and quality, requiring trademark owners to take steps to police proper use of their marks.

In the LONTI ecosystem of customers, vendors and partners, the LONTI product names are used in naming for 3rd party products, product reviews, product usage, and more. Below are some guidelines for using LONTI product naming conventions in your work:

It's okay to use LONTI's product names, logos, and trademarks in your own software product or company naming, however it must be clear that your product is a third-party tool, not a product of LONTI. For example: "Acme plugin for Martini™" is okay, whereas "Martini™ plugin for Acme" is not. The former connotes a 3rd party plugin for Martini™, the latter connotes a LONTI product.

It's okay to use LONTI logos and brand names on your website or blog. You don't need permission from us to use the brands or names. Your website should look like your website, not ours. It should not borrow heavily from or closely resemble LONTI's website or web properties. For the sake of customers and consumers, clearly distinguishable websites help everyone. You may use the LONTI logo or product logo in any blog, news article, or on your website without our written consent, as long as you follow these guidelines and do not modify our brand designs. It is acceptable to use LONTI or our product names or brands in publications, blogs, books or other online or offline mediums, provided this outline is adhered to and the ® symbol or ™ symbol as applicable is retained on the right shoulder of the mark. In a longer publication where LONTI is cited more than once, the trademark symbol need only be used the first time the brand is mentioned.

You are not permitted to modify the LONTI logo or product logos in anyway except to resize a logo for the page where it's displayed.

LONTI Style

In addition to trademarks and service marks, LONTI has developed artwork, screenshots, and imagery for our website and other web properties.

LONTI's "look" or "feel" should not be reproduced or mimicked for the same reasons cited above: consumers and customers can be confused about whether they're dealing with LONTI or another company. The LONTI website and all intellectual property rights, including all Copyright rights therein, are owned by LONTI. Reproduction or "creative borrowing" of the website or artwork without permission is a violation of LONTI's Copyright.

If there are design elements that you wish to re-use on your website (e.g., to reuse a screenshot), please contact us for permission at legal@lonti.com