Apache Software Foundation Trademark Guidelines

Why do we need to do this?

Databricks is committed to maintaining an open development model. Apache Spark is 100% open source, and hosted at the vendor-independent Apache Software Foundation. As such, the ASF requires that the source of the project is known to all users.

Overview

- Please refer to the rules below for naming conventions and trademark usage when using Apache Spark vs. Spark.
- At no time should we use refer to Spark in a manner that Databricks either owns or controls the project.
- Follow trademark attributions below where required.
- Avoid using descriptors such as "lead", "drive", "roadmap previews", etc.
- Use only the approved company boilerplate below in all online and print content (this includes SDR and marketing outreach emails).

[Naming guidelines](#)

Summary

- When in doubt, add "Apache" in front of "Spark", this also goes for Spark components such as Spark SQL, Spark Streaming, MLlib, GraphX, and Spark R.
- In that light, the only instance to not include "Apache" in front is when "Spark" is mentioned in second time and beyond in the body of an article or document.

On titles of web pages, email subjects, collateral

- "Apache" must be added to all mentions of Spark.
- If there is a sub-title, "Apache" must also be added to Spark.
- "Apache Spark" must appear as Apache Spark™ in the first instance.

Within the body of web pages, email, collateral

- First instance of "Spark" should be preceded by "Apache".

[Trademark attributions](#)

- Proper trademark attributions must also be provided, either in page footers, or in a clearly marked Terms, Legal, Trademarks, or other commonly-named secondary page within a website.

In the footers of Databricks' website web pages or the end of the collateral

Add the following to the end of every footer web page:

© Databricks 2017. All rights reserved. Apache, Apache Spark, Spark and the Spark logo are trademarks of the [Apache Software Foundation](#). [Privacy Policy](#) | [Terms of Use](#)

In the footers of SparkHub's website webpages

Add the following to the end of every footer web page:

© Databricks 2017. All rights reserved. Apache, Apache Spark, Spark and the Spark logo are trademarks of the [Apache Software Foundation](#) | [Terms of Use](#)

In the footers of Spark + AI Summit's website web pages

Add the following to the end of every footer web page:

Apache, Apache Spark, Spark, and the Spark logo are trademarks of the [Apache Software Foundation](#). The Apache Software Foundation has no affiliation with and does not endorse the materials provided at this event.

In the official e-mail from Databricks

Add the following as a footer to every e-mail:

© Databricks 2017. All rights reserved. Apache, Apache Spark, Spark and the Spark logo are trademarks of the [Apache Software Foundation](#).

In the official e-mail from Databricks for Spark + AI Summit Events

Add the following as a footer to every e-mail:

Apache, Apache Spark, Spark and the Spark logo are trademarks of the [Apache Software Foundation](#). The Apache Software Foundation has no affiliation with, and does not endorse or review the materials provided at this event, which is managed by Databricks.

In Databricks Collateral

- Add the following as a footer to at the end of every piece of collateral and hyperlink in pdfs:
  © Databricks 2017. All rights reserved. Apache, Apache Spark, Spark and the Spark logo are trademarks of the Apache Software Foundation.

Details on trademark

- Apache Spark™
- Add ™ after "Apache Spark" for the first mention of "Apache Spark" in :
  - Titles of landing pages
  - Collateral cover pages
  - Includes SWAG
  - Thumbnails of collaterals
  - First mention of Apache Spark in e-mail body
  - Landing pages and first web page
  - Use of the Apache Spark logo - ensure you have the new logo
- **No need for ™ in <u>blog</u> post title, body**

Approvals:

All new content that use our branding and attribution must be approved by Product Marketing.

Official Apache guidelines

- Naming Guidelines
- Trademark Doc
- Trademark Guide
- Trademark contact
- Social Media Policies
- Trademark Attribution

Other Best Practices

- When referring to Databricks' role in Apache Spark, use the word "original" in front of anything that refers to creating or starting Apache Spark. For example, "from/by the original creators of Apache Spark" and "from/by the team that originally created Apache Spark" are acceptable phrases but it is critical to include the word "original / originally" in these phrases.
- Logo usage: the official Spark logo must have the "Apache" and ™ sign on it.

- Language when describing Spark (online, in print, in graphics) in reference to Databricks (this includes outbound SDR emails, marketing emails, training material, events, t-shirts, collateral, blogs, product UI and technical documentation, etc.) must clearly denote that Apache Spark is developed at the vendor-independent Apache Software Foundation
- When referring to Databricks' unique role in getting the project started, ASF has cleared using the phrase "[by/from] the **original** creators of Apache Spark" – note that it is important to use the word "original" here.
- Avoid using descriptors such as "lead", "drive", "roadmap previews", etc.
- Please note that this applies to personal blogs too (keep in mind that you are a Databricks employee so you will need to err on the side of compliance at all times)
- Future Releases: Use caution when talking about what might be in future releases of Apache Spark. The Apache Spark community controls the release of new versions of Spark. So do not commit to specific functionality in a particular release, timing of the release, or early access of the release until Apache has officially released the new version of Spark. It is OK to mention specific features that Databricks or our partners are working on and contributing to the official release, but do not commit to the actual release date or version. Check with Reynold if you are uncertain.