






## Trademark Policy

This trademark policy (“Policy”) was prepared to help you understand how to use the dbt Labs, Inc. (“Company”) trademarks, service marks and logos (“Marks”), including with Company’s dbt software and services.

While some of our software is available under an Apache 2.0 license, that copyright license does not include a license to use our Marks, therefore this Policy is also intended to explain how to use our Marks consistent with background law and community expectation.

This Policy covers:

- A. Our **word** Marks: Company, dbt Labs, dbt, dbt Core, dbt Community, Coalesce
- B. Our **logo** Marks: The Company logo at the top of this Policy, ,  **dbt** , and  **dbt** Core

This Policy encompasses all Marks, whether they are registered or not. If you and Company entered into a written agreement, any conflicting terms in the agreement control over the terms of this Policy.

### 1. GENERAL GUIDELINES

Whenever you use one of our Marks, you must always do so in a way that does not mislead anyone about the relationship between you and the Company, or what they are getting or from whom.

You can, though, say you like (or dislike) dbt software or services, or that you participate in the dbt Community.

You may not use or register our Marks, or variations of them as part of your own trademark, service mark, domain name, company name, trade name, product name or service name. All uses of logo Marks require written permission from the Company.

Trademark law does not allow your use of names or trademarks that are too similar to ours. Therefore, you may not use an obvious variation of any of our Marks or any phonetic equivalent, foreign language equivalent, takeoff, or abbreviation for a similar or compatible product or service.

## 2. ACCEPTABLE USES

### **Code**

You may use our word Marks, but not our logo Marks, to truthfully describe the origin of our software. For example, “This software is derived from dbt software.”

### **Statements about relationship and compatibility**

You may use the word Marks, but not the logo Marks, to truthfully describe the relationship between your software or services and ours, or your relationship between you and the Company. Any other use may imply that we have certified or approved your software or services or imply an untrue relationship, sponsorship or endorsement of you or your software or services. If you wish to use our logo Marks, please contact us to discuss license terms.

### **User groups, conferences and events**

You may use the word Marks as part of your user group name; provided that the use is nominal and does not imply a sponsorship, affiliation with or endorsement by the Company.

## 3. HOW TO DISPLAY OUR MARKS

When you have the right to use a dbt Mark, here is how to display it.

### **Trademark marking and legends**

The first or most prominent mention of a dbt Mark on a webpage, document, or documentation should be accompanied by a symbol indicating whether the mark is a registered trademark (“®”) or an unregistered trademark (“™”). If you don’t know which applies, please contact us. Note that these symbols are subject to change, for example, when a trademark achieves federal registration in the United States.

Always place the following notice at the foot of the page where you have used the dbt Mark: “[dbt Mark] [and the dbt logo] [is a/are] [trademark/trademarks] of dbt Labs, Inc.”

### **Use of trademarks in text**

Always use Marks in their exact form with the correct spelling, neither abbreviated, hyphenated, or combined with any other word or words. The exception to this rule is dbt packages (code written to run inside of dbt). Note that dbt is always spelled in lower-case.

Always use the dbt Mark as an adjective modifying a noun.

- Unacceptable: “We use dbt.” (‘dbt’ used as a noun)

- Acceptable: “We use the dbt™ platform.” (platform’ is the noun) “Our software utilizes dbt Core™ functionality.” (‘functionality’ is the noun)

### **Use of logo Marks**

Provided that you have received written permission from Company to use a logo Mark, you may do so provided that you (a) follow our brand guidelines, (b) only use the image file we provide you, and (c) do not change the image except to scale it. You may not add decorative elements, change the colors, change the proportions, distort it, add elements, or combine it with other logos. When the context requires the use of black-and-white graphics, please request a black-and-white image, or you may reproduce the image we provided in a manner that produces a black-and-white image.

### **This Policy**

This Policy is based on the Model Trademark Guidelines, available at <http://www.modeltrademarkguidelines.org>., used under a Creative Commons Attribution 3.0 Unported license: [https://creativecommons.org/licenses/by/3.0/deed.en\\_US](https://creativecommons.org/licenses/by/3.0/deed.en_US). Company reserves the right to amend this Policy from time to time without notice. If you have any questions about this Policy or any Marks that are not covered in this Policy, you may contact us at [marketing@dbtlabs.com](mailto:marketing@dbtlabs.com). Version dated June 30, 2021.