



# Aragon Research, Inc. Citation and Copyright Policy

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## Introduction

Aragon Research, Inc. provides objective and unparalleled business and technology research and advisory. We have standards for appropriate use of our company name, research and logo that must be met to protect our objective stance. The Aragon Research name and published research materials are subject to trademark and copyright protections, regardless of where and how referenced.

This policy defines how you may use the "Aragon Research" name, logo, excerpts and/or any reference(s) to research published on aragonresearch.com or to Aragon Research Events-related materials. This policy also applies to any third party that writes and/or promotes content on your behalf, including partner organizations.

All requests to use the Aragon Research name as set forth above must be submitted to Aragon Research Quote Requests ([quote.requests@aronresearch.com](mailto:quote.requests@aronresearch.com)) for compliance review and approval.

All quotes must include the Aragon Research disclaimer:

*Aragon Research does not endorse vendors, or their products or services that are referenced in its research publications, and does not advise users to select those vendors that are rated the highest. Aragon Research publications consist of the opinions of Aragon Research and Advisory Services organization and should not be construed as statements of fact. Aragon Research provides its research publications and the information contained in them "AS IS," without warranty of any kind.*

**All decisions are at the sole discretion of Aragon Research Quote Requests and are final.**

## Citation Policy 101: How to submit a quote, press release, or other usage request

Were you recently identified in an Aragon Research Globe, Tech Spectrum, Hot Vendor, or other report and want to announce this via a blog, press release, or other format? Email your draft press release, landing page, blog, social media content, or other requests to: [quote.requests@aronresearch.com](mailto:quote.requests@aronresearch.com)

- To receive approval for report quotations, you must have legitimate access to the Aragon Research published research you are quoting. This means you must be an Aragon Client or quote from a Licensed Reprint.
- If you do not have access to the research, please look at our [Generic Press Template](#), which details how to format a press release without quotations no matter what type of report you are identified in.

Turnaround time: **Please allow up to two (2) business days for review.**

## Quotes Essentials

- a. To receive approval of quotations, you must have legitimate access to the Aragon Research published research you are quoting. This means you must be an Aragon Client or quote from a Licensed Reprint.
- b. Quotes, excerpts, references, and graphics must be attributed to 1) research published on aragonresearch.com, 2) an Aragon Research press release or 3) an Aragon Research presentation. All content types must be less than 12 months old.
- c. Quotes that are lifted from the media or third-party sources are not allowed.
  - a. Media outlets are not required to approve material that references us, though we will contact them if we feel Aragon Research is misrepresented or misquoted. We cannot validate the validity of third party quotations and so the quote must be attributed to Aragon Research directly, which we can then validate.
- d. All quotations must be cited verbatim, in their entirety, and appear accurately with all relevant context. Paraphrasing is not allowed.
- e. The Aragon Research brand may not be used to endorse a vendor, product, or service, or to criticize a vendor's competitor.
- f. Aragon Technology Provider Clients may request a quote from the Analyst who is the author of the Research Note. Informal comments made by analysts may not be quoted. All quote requests must be sent to:  
[quote.requests@aragonresearch.com](mailto:quote.requests@aragonresearch.com)
- g. Only quote from published research that is less than 12 months old.
- h. No more than 10% of a published Aragon Research document may be excerpted for use in any client document.
- i. No more than 30% of your document or promotional materials (including booth signage) may consist of Aragon Research published research or references.
- j. To include an industry-general graphic or table from a published research document, it must be shown in its entirety without any changes to the graphic.

- k. Vendor-specific graphics or tables that reflect product or service rating, ranking, recognition or positioning may be excerpted from reports, as well as "branded" research. No other vendor-specific content may be excerpted.
- l. The Aragon Research name, Aragon Research Logos and/or published research references may not appear in corporate boilerplates and/or email signature stamps.
- m. You may display Aragon Research content alongside Aragon Research competitor content only in a simple listing of source reports that recognizes your product or service, with links to these reports.
- n. Aragon Research does not allow promotion on third-party websites deemed competitive to Aragon Research.

## **Rules for Usage and Quotes Based on Context**

### Limited Audience Documents

"Limited Audience" documents are not accessible by, or distributed to, the general public; they are available only to a limited audience of the client's own subscribers, clients or business prospects. Provided you comply with the provisions of this Copyright and Quote Policy, you do not need pre-approval to quote Aragon Research published research in "Limited Audience" documents. These documents include only:

- Documents or presentations tailored to a specific business prospect or client organization.

The following disclaimer must be included in the limited audience document where the Aragon Research name and/or research will appear in a format that can be readily viewed by the reader:

*Aragon Research does not endorse vendors, or their products or services that are referenced in its research publications, and does not advise users to select those vendors that are rated the highest. Aragon Research publications consist of the opinions of Aragon Research and Advisory Services organization and should not be construed as statements of fact. Aragon Research provides its research publications and the information contained in them "AS IS," without warranty of any kind.*

The Quote Requests Team can help you verify quote accuracy and appropriateness. Contact us at [quote.requests@aragonresearch.com](mailto:quote.requests@aragonresearch.com)

### Digital Media

If you want to reference Aragon Research published research on a corporate digital media channel (e.g., Facebook, LinkedIn, Twitter), you must obtain Aragon Research approval in advance.

Corporate Digital Media Channels: Submit initial post for review and approval before posting; standard Copyright and Quote Policy rules apply. Subsequent responses do not require Aragon Research approval, but must follow Policy. If character limits

constrain length (for example, Twitter), postings do not need to include full attribution or disclaimers.

**Personal Digital Media Channels:** While you do not need to submit postings to Aragon Research for review and approval, they must follow Policy parameters. If character limits constrain length (for example, Twitter), postings do not need to include full attribution or disclaimers.

### Booth/Event Signage

If you want to reference Aragon Research published research and/or include the Aragon Research logos in booth event signage, you must obtain Aragon Research approval in advance.

- You must submit the complete draft booth layout design with the Aragon Research content for contextual review.
- No more than 30% of your overall signage messaging may consist of Aragon Research references or quotes
- You must include proper and full research citation along with appropriate disclaimer when applicable (for example, when stating Globe positioning).
- Your logo must be the primary image in your signage (relative to both size and positioning). This means that the Aragon Research Logo, the Aragon Research Hot Vendor Logo, or any other Aragon Research logo must be secondary in position to your logo and at least 10% smaller in size.
- The Aragon Research Logo, the Aragon Research Hot Vendor Logo, or any other Aragon Research logo may not be placed next to, or bundled with, your logo or any other logos
- You may not include Globe graphics or any other graphics that rate, rank, score or list vendor recognition in your signage.
- You may not include vendor-specific graphics from firms that compete with Aragon Research.

### Video

If you want to reference Aragon Research published research, include the Aragon Research Logo and/or record a voice-over Aragon Research reference without any visuals in a video you are producing, you must obtain Aragon Research approval pre-production.

- You must submit thumbnails and/or a draft script of the complete video with the intended Aragon Research content for contextual review.
- Your video messaging may not consist of more than 30% Aragon Research references or quotes.
- You must include proper and full research citation along with appropriate legal disclaimer when applicable (for example, when stating Globe positioning).

## Examples of writing that is and is not allowed

### ALLOWED:

- Aragon Research designates ABC COMPANY a 2018 Hot Vendor in sales enablement
- New Aragon Research report positions ABC COMPANY as a Leader in Globe report for digital marketing
- “We believe this report validates our efforts to be more innovative.”

### NOT ALLOWED

- “Aragon Research recognized us for doing xyz”
- Aragon Research report features COMPANY for their award in sales enablement
- Aragon Research positions COMPANY as the top Leader in digital marketing
  - Cannot say you are the #1, top, or ‘the leader’

## Aragon Logos

The Aragon Research Logo may only be used after securing permission.

- You may include the Aragon Research Logo only when promoting a licensed Aragon Research Reprint, an Aragon Research Webinar, or an analyst speaking engagement
- You must include the Aragon Research copyright: *Copyright © 2020 Aragon Research Inc. and/or its affiliates. All rights reserved.*

### Proper Usage:

- Your logo must be the primary image (relative to both size and positioning) in your promotional materials
- The Aragon Research Logo must be secondary in position to your logo and at least 10% smaller in size.
- The Aragon Research Logo may not be placed next to, or bundled with, your logo or any other logos.
- The Aragon Research Logo may not appear in your press release, email signature stamp or securities offering documents (including annual reports).

### Aragon Research Hot Vendor Logo

In addition to the criteria above, The Aragon Research Hot Vendor Logo is a trademark and service mark of Aragon Research Inc. and/or its affiliates and may only be used after securing a Hot Vendor licensed reprint.

- You must include the Aragon Research copyright: *Copyright © 2020 Aragon Research Inc. and/or its affiliates. All rights reserved.*

### Aragon Research Globe Graphic

- Globe graphics may be included on homepage banners to promote licensed reprints, as long as they comply with the following:
  - The graphic must appear in full, without any alterations;
  - The graphic may only appear within a banner (that is, not dominate the homepage); and
  - The banner must link directly to (a) the full Globe licensed reprint report, (b) a registration landing page, or to a press release that leads to either (a) or (b).
  - You must include the copyright: *Copyright © 2020 Aragon Research Inc. and/or its affiliates. All rights reserved. Aragon Research and the Aragon Research Globe are trademarks of Aragon Research Inc.*

### **Rules for Usage and Quotes Based on Content Type**

#### Custom Client Engagements and Consulting Deliverables

Aragon Research does not allow any custom client reports or consulting deliverables to be shared externally, except under the following limited circumstances. A client may share the report or deliverables with:

- i. its outside auditors and/or accountants,
- ii. third parties who have signed appropriate confidentiality agreements with the client who are engaged by the client to review or implement suggestions or to further research the issues contained in the deliverables, or
- iii. governmental or regulatory bodies as required by law.

Under no circumstances may custom client reports or consulting deliverables be shared with potential investors in connection with any securities offering, or quoted in whole or in part in any securities offering documents, or annual, quarterly or any other reports to stockholders.

#### Aragon Research "Branded" Research: Hot Vendor, Globe, Vendor Power Rating, SWOT, ETC.

Excerpting from this research

- Any references from these documents to vendor designation, recognition, rating or placement MUST include the following disclaimer prominently displayed within your promotional materials:

*Aragon Research does not endorse vendors, or their products or services that are referenced in its research publications, and does not advise users to select those vendors that are rated the highest. Aragon Research publications consist of the opinions of Aragon Research and Advisory Services organization and should not be*

*construed as statements of fact. Aragon Research provides its research publications and the information contained in them "AS IS," without warranty of any kind.*

For Aragon Research Globe Research:

- Globe placement and Globe inclusion is not a "stack ranking" or "rating".
- When stating Globe positioning, you may say: named, placed, positioned, acknowledged, evaluated, identified.
- You may not state your company is: featured, highlighted or showcased, or imply any of these.
- All claims of "validation" "testament" "accolade" "evidence" (or other words with the same meaning) must appear as your company's opinion and not reflective of an Aragon Research endorsement.
- You may use retrospective and/or comparative wording, i.e. "consecutive" "again" "three years in a row"
- When excerpting from "Globe Descriptions", you must lift the full description to ensure context. No partial excerpting is permitted.

For Aragon Research Hot Vendor Research:

- If you want to use the Aragon Research Hot Vendor Logo you must license a reprint of the research note
- You may quote from Aragon Research Hot Vendor documents or reference your Aragon Research Hot Vendor status for 12 months from the report publication. After this, you may no longer quote text from the report.

### Press Releases Template Links

1. [Hot Vendor Press Release Template](#)
2. [Globe Press Release Template](#)
3. [Vendor Power Rating Press Release Template](#)

### Displaying graphics from Aragon Research-branded research

- A research reprint license is required to use Aragon Research Graphics, which include but are not limited to: images of the Aragon Research Globe, Aragon Research Globe Designation Graphic, and the Hot Vendor Graphic.
- External distribution of DRAFT graphics provided during Vendor Review are strictly prohibited.
- Graphics may not be used in the following: advertisements (of any type), white papers, consultation documents, brochures, flyers, data sheets, books, magazines, press releases, event signage, equity and fixed income reports, earnings announcements and calls/press releases, or any of the following reports filed with, or furnished to, the Securities and Exchange Commission ("SEC"): annual, quarterly
- NOTE: The Aragon Research Hot Vendor and Globe Logos may not be used in press releases, email signature stamps, annual reports or SEC offerings.

- Graphics from these documents may be used in specific approved contexts (for example, homepage banners or registration webpages, blogs and presentations), provided:
  - You comply with the provisions of this Copyright and Quote Policy.
  - The graphic is displayed exactly as the original. **Edits, changes or enhancements to graphics are strictly prohibited.**
  - You purchase reprint distribution rights: These graphics require the full report to ensure proper context. You may only promote these graphics EXTERNALLY AFTER receiving the reprint deliverable from your Account Manager, not before. This is a stipulation for approval.

The following disclaimer MUST appear with Aragon Research Globe and Tech Spectrum Graphics:

*Copyright © 2020 Aragon Research Inc. and/or its affiliates. All rights reserved. Aragon Research and the Aragon Research Globe are trademarks of Aragon Research Inc.*

- We do not allow Aragon Research published research graphics, such as the Aragon Research Globe, to be displayed in marketing and promotional materials next to research graphics from other research organizations. Placing research graphics produced by different research organizations side-by-side implies a direct comparison between research methodologies, analysis and conclusions, potentially diminishing and misrepresenting the value of Aragon Research.

### Toolkits

Unless otherwise marked for external use, the items in Aragon Research Toolkits are for internal, noncommercial use by the licensed Aragon Research client. The materials contained in Toolkits may not be repackaged or resold.

## External Sharing of Research Documents

Licensed Users of Aragon Research published research are entitled to use documents in accordance with their scope of service (that is, documents are for their personal use within their jobs). Aragon Research published research documents may not be shared outside of clients' enterprises, or via email, internet posting or other external information storage & retrieval systems. Clients who wish to share Aragon Research published research outside of their enterprises must purchase a reprint license.

## Internal Usage

Clients may quote published research documents internally without pre-approval, as long as you comply with the Aragon Research usage policy. Clearly mark all internal material containing Aragon Research excerpts "For internal use only".

## Note

Aragon Research, Inc. reserves the right to change its policies or explanations of its policies at any time, without notice. The policy in its most current form is available at [aronresearch.com](http://aronresearch.com)

## Attribution Formats

### **For Aragon Research Research documents:**

Aragon Research [Title of research document], [Author Name(s)], [Publication date]

### **For Aragon Research Event Presentations:**

Aragon Research [Name of Aragon Research event] Presentation, [Title of presentation], [Author name(s)], [Event date(s)].

### **For Aragon Research Press Releases:**

Aragon Research Press Release, "[Title of Aragon Research press release]", [Date issued]. [URL to press release on [aronresearch.com](http://aronresearch.com)]

### Basics of Copyright Law

Copyrights protect original works of authorship. The types of works covered by copyright vary widely, from literary works such as books, poems, technical manuals, or software code, to audiovisual works, musical works or works of fine art. Only the copyright owner of a work, or someone who has the copyright owner's permission, may (1) make copies of the work; (2) create adaptations ("derivative works") based on the work; (3) distribute copies of the work; (4) perform the work publicly; or (5) display the work publicly. These are referred to as the "exclusive rights" of a copyright owner.

Copyright protection attaches to a newly created work as soon as it is "fixed in a tangible medium of expression". For example, spoken words alone, such as a speech delivered extemporaneously that is not written down, would not be protected by copyright because it is not "fixed in a tangible medium." Works do not have to be registered with the U.S. Copyright Office, and do not have to display a copyright notice, in order to enjoy copyright protection.

The United States and most of the industrialized world are parties to the Berne Copyright Convention, which means that each member country will respect and enforce the copyrights that originate in other member states.

Virtually all of Aragon Research's published research is protected by copyright, whether in printed or electronic form.

## Reprints and Licensing

Aragon Research sells reprints of most of its published research. Purchased reprints may be provided in their entirety for your internal associates, customers, or business

prospects. Reprints may be posted to your company website. Visitors must register to gain access to the reprint (i.e. by filling out a form, an email field, etc.).

Use of reprints is subject to Aragon Research's Reprint Agreement terms and conditions. Aragon Research must pre-approve the marketing or promotional verbiage that advertises the availability of reprints, which is subject to the parameters outlined in this Policy. To purchase reprints, please contact [reprints@aragonresearch.com](mailto:reprints@aragonresearch.com)

NOTE: Company-, product-, or services-specific research reports are not eligible for external licensing by competing technology providers (that is, you may not use this research as a "weapon" against a competitor).

#### Multimedia Products

Quoting of Aragon Research published research via any Multimedia product must clearly indicate that the contents include or feature Aragon Research. All promotional materials and packaging must reflect this emphasis. Aragon Research must pre-approve the marketing or promotional verbiage related to these products. The Aragon Research logo may not appear next to a vendor logo.

### **Violations**

If you fail to comply with this policy, Aragon Research reserves the right to take appropriate steps to address violations. For instance, an immediate quote ban and reprints black-out of up to three months may be imposed in the event that:

- You have shared text, graphics or made ANY reference to DRAFT Aragon Research reports externally, or with anyone in your organization outside of the small group of fact review participants.
- You use Aragon Research published research or references in an earnings call or earnings announcement/press release that has not been pre-approved by Aragon Research Quote Requests.

Other actions include, but are not limited to:

- A company-wide email distributed to all associates as a reminder of their contractual obligation to follow Aragon Research Policy.
- A "correction" email issued to external recipients of a non-compliant email communication along with a required compliance copy provided to Aragon Research to ensure execution.
- Stop allowing Aragon Research analysts to be listed as press contacts.

Aragon Research may seek additional remedies available under contract, trademark, copyright and other applicable law.

## Frequently Asked Questions

- 1. Are Aragon Research analysts and sales reps authorized to approve my external-use request?**  
No. Only a member of the Aragon Research Quote Requests team may approve external use requests. To get approval, please email [quote.requests@aragonresearch.com](mailto:quote.requests@aragonresearch.com)
- 2. Why can't I include the Aragon Research logo, reference to Aragon Research published research or a link to our licensed reprint in my email signature?**  
The reason for this parameter is to disassociate Aragon Research's branding from vendors' branding, which is represented by email signature stamps. We consider everything under the closing salutation of your email to represent your company's branding. We encourage you to promote a licensed reprint or research recognition, but not through your corporate email signature stamp.
- 3. I have an urgent external-use request. Can you turn around my request in less than two business days?**  
We try to honor these requests and try to approve all quote requests as quickly as possible, but we ask that you incorporate two business days in your planning.
- 4. Why do I need to purchase reprint distribution rights for some graphics and not others?**  
Vendors typically use Globe, Hot Vendor, SWOT, and Vendor Power Rating research for marketing purposes, and we want to ensure the entire document is available as background information to the graphic so that the full context of the analysis is available to the audience.
- 5. Can I quote from Aragon Research documents that are over 12 months old?**  
This is treated on a case-by-case basis and is at the discretion of [quote.requests@aragonresearch.com](mailto:quote.requests@aragonresearch.com). If there is more up to date research, the request to quote from an older document will not be approved.

## Who to Contact

- Reprints: [reprints@aragonresearch.com](mailto:reprints@aragonresearch.com)
- Quote requests: [quote.requests@aragonresearch.com](mailto:quote.requests@aragonresearch.com)