Alauda Trademark Usage Guidelines

Effective Date: November 2026 **Version:** 1.0

1. About These Guidelines

1.1 Scope. These guidelines explain how you may use the trademarks of Alauda Singapore Pte. Ltd. (UEN 202524557C) and its affiliates ("Alauda"), whether registered or unregistered. They cover word marks (names) and design marks (logos), together the "**Alauda Marks**".

1.2 Fair use and open source licenses. These guidelines do not restrict any use of the Alauda Marks that the law allows without permission, such as truthfully referring to Alauda or an Alauda Product. They do not limit any right you have under an open source license. Trademark rights and copyright are separate: an open source license lets you copy and modify code, but it does not grant you any right to use the Alauda Marks.

1.3 Permission and goodwill. Any permission these guidelines give is non-exclusive and non-transferable, and Alauda may change or withdraw it at any time. All goodwill arising from your use of an Alauda Mark benefits Alauda.

1.4 Partners and other agreements. If you are an Alauda partner, the Alauda Partner Program Agreement (Section 8) and any applicable Program Appendix govern your use of the Alauda Marks, and these are the trademark usage guidelines referred to there. Under that agreement, you may use only the Alauda Marks that Alauda approves for you. If a written agreement between you and Alauda conflicts with these guidelines, that agreement controls.

2. The Alauda Marks

2.1 Word marks. The Alauda Marks include:

- **ALAUDA**;
- **ACP** and **Alauda Container Platform**;
- the names of Alauda Products and offerings, including Alauda Container Platform Suite, Alauda AI Platform, Alauda AI Infrastructure, Alauda AI Accelerator, Alauda Enterprise Services, Alauda Data Services, Alauda Application Services, Alauda Toolchain, Alauda Lakehouse, Alauda Support, Alauda Virtualization, Alauda Storage, Alauda Storage Capacity Expansion, Alauda Serverless, Alauda Service Mesh, Alauda Developer Portal, Alauda DevOps v3, and Alauda Hyperflux; and
- package names in the form "Alauda ‹product› ‹function› E‹n›", such as Alauda Data Services Cache E1.

A product name is an Alauda Mark as a whole. The descriptive words in it, such as "Storage" or "Virtualization", remain free for anyone to use in their ordinary descriptive sense.

2.2 Design marks. The Alauda logo and the Alauda icon, in every color version, are design marks.

2.3 Third-party marks. Many Alauda Products are built on open source projects whose names and logos belong to their owners. Examples are Kubernetes, KubeVirt, Istio, Knative, and Backstage, and the community software that Alauda Support covers. Where an Alauda product name or description names an open source project, that project's mark remains its owner's. These guidelines grant no right in any third-

party mark. Follow that owner's own trademark policy. See also the Alauda Open Source Notices at https://www.alauda.io/legal/open-source-notices.

3. Logos

3.1 Separate permission required. These guidelines do not give permission to use the Alauda logo, the Alauda icon, or any stylized form of an Alauda Mark. Logo use requires a separate written agreement with Alauda, or Alauda's approval under the Partner Program Agreement.

3.2 If you are licensed to use a logo:

- use only the logo files Alauda supplies to you, unmodified, and follow the Alauda brand standards that Alauda provides with them for color, clear space, and placement;
- do not change the colors, proportions, or elements of the logo, and do not crop, rotate, flip, or distort it;
- do not combine the logo with any other logo, name, or graphic; and
- do not use the logo larger or more prominently than your own name or logo.

4. Using the Alauda Marks Correctly

4.1 Use a mark as an adjective. Follow the mark with the generic noun it describes ("Alauda Virtualization software", "the Alauda AI Platform subscription"). Do not use a mark as a noun or a verb.

4.2 Use the exact form. Do not abbreviate, hyphenate, pluralize, or make a mark possessive, and do not combine it with other words or create acronyms from it. "ACP" is the only approved short form, and only for Alauda Container Platform.

4.3 Trademark symbols. At the first or most prominent mention of an Alauda Mark in your material, you may mark it with ™. Use ® only if Alauda has confirmed in writing that the mark is registered for the relevant goods or services. Representing an unregistered mark as registered is an offence in some jurisdictions, including under section 51 of the Singapore Trade Marks Act 1998.

4.4 Attribution. Where you use an Alauda Mark in published material, include the following notice in the footer, credits page, packaging, or advertisement:

> "[List of Alauda Marks used] is/are [a] trademark[s] of Alauda Singapore Pte. Ltd. or its affiliates."

5. What You May Do

Without asking Alauda, you may use the Alauda word marks:

- **To refer to Alauda Products truthfully.** For example, you may state that your software or service "runs on", "works with", or "is compatible with" an Alauda Product, if that is true. Place the Alauda Mark after a verb or preposition, and keep your own name more prominent.
- **In articles, books, reviews, and comparisons.** A title may include an Alauda Mark if the mark is not its leading or most prominent element and the title does not suggest that Alauda endorses the work. You may include accurate, unmodified screenshots of Alauda Products.
- **In training you offer.** You may refer to Alauda Products in the description of a course you run. The Alauda Mark must not be the first word of the course title, your own name must be more prominent, you must not use Alauda logos, and you must state: "[Your name] has no affiliation with

Alauda Singapore Pte. Ltd. Alauda Marks are used for identification purposes only and do not imply any affiliation with or approval by Alauda." Only Alauda may describe a course or exam as official Alauda training or certification.

- **In non-profit user groups.** A user group focused on Alauda Products may include an Alauda word mark in its name if it is non-profit, any fees only cover venue and refreshment costs, it makes clear that it is not affiliated with Alauda, and it does not use Alauda logos.
- **As an authorized partner.** You may use the Alauda Marks that Alauda approves for you, and refer to yourself by your partner program title, as permitted by the Partner Program Agreement and only while you participate in the applicable program.

6. What You May Not Do

Without Alauda's written permission, you may not:

- suggest that Alauda sponsors, endorses, certifies, or is affiliated with you or your products or services when it does not, or that Alauda is responsible for them;
- use an Alauda Mark, or anything confusingly similar to one (including a phonetic equivalent, translation, abbreviation, or takeoff), as part of your own company name, trade name, product or service name, trademark, logo, domain name, subdomain, social media handle, app name, or repository name, or register any of them;
- use an Alauda Mark in a page title or header of your website, rather than in its body text;
- distribute software, including modified or rebuilt Alauda software, under an Alauda Mark. If you redistribute Alauda software where its licenses allow, you must remove and replace all Alauda Marks, as set out in the Alauda End User License Agreement (Section 2). You may truthfully describe your software's origin in plain text, such as "built from modified source code derived from Alauda Container Platform";
- put an Alauda Mark on merchandise or other non-software goods;
- use an Alauda Mark in a way that is false, misleading, disparaging, or unlawful; or
- copy Alauda's trade dress, such as the look of its websites, product interfaces, or packaging.

7. Questions and Permission Requests

To ask for permission for a use these guidelines do not cover, to ask a question, or to report misuse of an Alauda Mark, email legal@alauda.io.

8. Changes to These Guidelines

Alauda may update these guidelines by publishing a revised version at https://www.alauda.io/legal/trademark-usage-guidelines.
