

# Trademark Guidelines

Zuora, Inc. (“Zuora”) provides a leading monetization suite for modern businesses, enabling companies to unlock and grow customer-centric business models. Our trademarks and logos (the “Zuora Marks”) signify to the public the high quality of our products and services, and distinguish our offerings in the market. To maintain and protect these valuable assets, the Zuora Marks can only be used in accordance with these Trademark Guidelines. Zuora may modify these Trademark Guidelines in its sole discretion and without notice, and/or provide specific requirements to you in writing from time to time, and any new, additional, or differing requirements must be implemented by you within a commercially reasonable time.

## Zuora Marks “Do’s” and “Don’ts”

### Do use Zuora Marks...

1. only with approval from Zuora;
2. as singular adjectives, never verbs and not made possessive;
3. in a manner that is distinguished from the surrounding text;
4. accurately with proper trademark notice symbols; and
5. in accordance with Zuora’s [Brand Style Guide](#).

### Don’t use Zuora Marks...

1. in an altered, abbreviated, or distorted form;
2. combined with your trademark/brand/product;
3. in an inappropriate, misleading, or unlawful manner;
4. to register domain names, social media names, or account profiles;
5. to reserve or register search terms or metatags to divert web traffic to any site other than sites operated by Zuora or its affiliates;
6. in any manner that wrongfully implies a sponsorship, endorsement, relationship, or affiliation with Zuora;
7. in a disparaging, defamatory, libelous, or degrading manner;
8. as the most prominent element on your content, application, or web page;
9. without Zuora’s express prior written permission; or
10. to copy or imitate Zuora’s Trade Dress

## Trademark Notices

You must properly designate (with ® or ™, as applicable) the Zuora Marks at the first or most prominent use where the Marks appear in your document, publication, website, or elsewhere. Include an attribution of Zuora’s ownership in the following format at the bottom of the first page where you use a Zuora Mark: “[\_\_\_\_\_] is a trademark of Zuora, Inc.”

## References to Zuora, Inc.

When “Zuora” is used to refer to our company, Zuora, Inc., rather than in reference to our products or services, then the rules for proper usage change slightly. Unlike trademarks, company names are proper nouns that can be used in the possessive form and do not need to be followed by a generic term. Neither the ™ nor ® symbol should accompany references to Zuora *the company*. For example:

**Correct:** Zuora now offers customers more choices than ever to build, run and grow a modern business.

**Incorrect:** Zuora® now offers customers more choices than ever to build, run and grow a modern business.

## No Trademark Bidding

Unless expressly permitted in an agreement between you and Zuora, you may not bid on a Zuora Mark (or any variant or extension thereof) as a keyword on any search engine, or use a Zuora Mark (or any variant or extension thereof) in any form of paid advertising, including but not limited to paid social and display advertisements.

## Zuora Logos



## Zuora Word Marks

- ZUORA®
- REVPRO®
- ZEPHR®
- SUBSCRIBED®
- THE WORLD SUBSCRIBED®
- SUBSCRIPTION ECONOMY®
- THE LEADER IN REVENUE RECOGNITION AUTOMATION®
- POWERING THE SUBSCRIPTION ECONOMY®
- DO MODERN BUSINESS™
- SUBSCRIPTION EXPERIENCE PLATFORM™
- SUBSCRIPTION ECONOMY INDEX™

If you become aware of any usage of the Zuora Marks in violation of these Trademark Guidelines, please [contact us](#).

*Last Updated July 21, 2023*