



*Robot*TM

Education

Fair Use Guidelines | January 2021

Fair Use of Trademarks

iRobot Education Trademarks

iRobot's trademarks for its educational products (**but not the logo**) may be used in a non-commercial manner to refer to iRobot™ Education products or elements which are shown or discussed on a website or resource, as long as the trademark is not unduly emphasized or used in a way that can lead an observer to mistakenly believe that the website or program is sponsored or authorized by iRobot.

Below is a non-exhaustive list of iRobot Education's trademarks with a generic description:

iRobot™ Education: An educational sub-brand.

iRobot® Coding App: A learn-to-code application program and related software.

iRobot® Learning Library: A repository of copyrighted lessons, activities and videos.

Root® Coding Robot: A suite of learn-to-code robots, software and related learning materials.

Root™ Brick Top: A building block tray accessory for the Root® coding robot.

Create® Programmable Robot: An advanced programmable robot, software and related learning materials.

The Proper Use of Trademarks

If an iRobot trademark is used at all, it should (1) **always** be used as an adjective, (2) **always** be accompanied by a generic term, (3) **never** be used as a noun, a verb, or be made plural or possessive.

For example:

✓ Learn with the Root® coding robot

✗ Learn with Root®

Include a Disclaimer

A disclaimer is required whenever the iRobot trademark appears in the content, materials or other information provided by a website or resource.

An appropriate disclaimer is:

iRobot, Root and Create are registered trademarks of iRobot Corporation which does not sponsor, authorize or endorse the content, materials or other information provided by this website or learning resource.

Include a Disclaimer

For example: iRobot, Root and Create are registered trademarks of iRobot Corporation which does not sponsor, authorize or endorse the content, materials or other information provided by this website or learning resource.

Never Use the Logo

iRobot has worked hard to make this logo a symbol of high-quality educational robot products and cannot risk allowing the distinctiveness of this symbol to be diluted. Therefore, the iRobot Education logo must never be used on an unofficial website or to represent a resource without permission from iRobot.

Fair Use of Copyrighted Material

iRobot Education Copyright Rights

iRobot owns or licenses all copyright rights in the text, images, video, graphics, user interface, and other content provided, and the selection, coordination, and arrangement of such content (whether by us or by you), to the full extent provided under the copyright laws of the United States and other countries.

At the present time, iRobot does not object to the usage of our free Learning Library materials for non-commercial educational purposes.

Non-commercial educational purposes include use by learners, teachers, STEM enthusiasts and not-for-profit educational organizations or programs.

Include a Disclaimer

Usage of iRobot's free educational material(s) should not be given such prominence as to indicate sponsorship by iRobot. A notice and disclaimer must appear indicating that the trademarks and/or copyrights are owned by iRobot.

For any copyrighted material used, the following copyright line should be included:

© 20XX iRobot Corporation. All rights reserved.

An appropriate disclaimer for trademarks is:

iRobot, Root and Create are registered trademarks of iRobot Corporation which does not sponsor, authorize or endorse the content or other information provided by our website, program and/or organization.

Include a Copyright Line and Disclaimer

For example: © 20XX iRobot Corporation. All rights reserved. iRobot, Root and Create are registered trademarks of iRobot Corporation which does not sponsor, authorize or endorse the content or other information provided by our website, program and/or organization.

Do My Intentions Qualify as Fair Use?

I Want To...		Examples...
Use a trademark to accurately identify or refer to iRobot Education’s products, services or resources in a not-for-profit or educational setting.	✓	Students can program the Root® coding robot to drive, draw, light-up, play music and more.
Use a trademark to factually describe how I use iRobot Education’s products, services or resources in a not-for-profit or educational setting.	✓	This year, our students will be learning to code with the Root® coding robot.
Use trademarks or copyrighted materials to support non-profit educational experiences.	✓	Today we’ll be completing the iRobot™ Education “Finish the Story” activity using the iRobot® Coding App.
Use a trademark or copyrighted materials to market or promote my own products or services.	✗	Our “Root Carry-Case” lets you travel with your robot.
Use a trademark or copyrighted materials to suggest affiliation, sponsorship or endorsement by iRobot Education.	✗	Our after-school program works with iRobot™ Education to teach kids how to code!
Co-brand materials using iRobot Education’s name, logo or trademarks.	✗	

Note on Fair Use

Although these examples provide a framework for circumstances that may qualify as Fair Use, **Fair use is evaluated on a case-by-case basis and may vary by circumstance.** Please contact us with any questions.

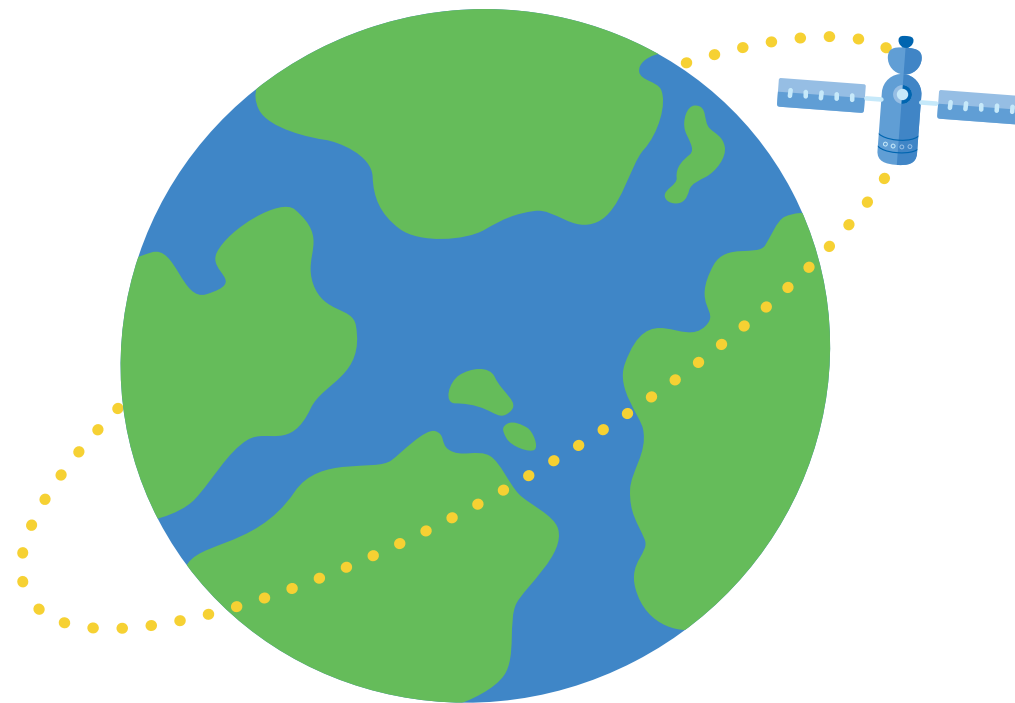
Fair Use Most Commonly Includes:

- ✓ Non-Profit Educational Usage
- ✓ Descriptive or Informational Usage
- ✗ Marketing or Sales Usage
- ✗ Implied Sponsorship or Endorsement

Contact Information for Usage Questions

If you have questions, or need further explanation on these trademark usage guidelines, please contact:

educationbrand@irobot.com



©2021 iRobot Corporation, 8 Crosby Drive, Bedford, MA 01730 USA.

All rights reserved. iRobot, Root and Create are registered trademarks of iRobot Corporation.

iRobot Education is a trademark of iRobot Corporation.