

Trademark Guidelines BMC Software, Inc.

BMC Software, Inc. would like you to know how to use BMC's trademarks properly.

Below, we refer to both BMC's trademarks and product names as "BMC's trademarks." For a complete list see [BMC U.S. Registered Trademarks](#) and [BMC A-Z Supported Product List](#). Use of BMC's trademarks is permitted in word-form only, provided that the use is according to the trademark guidelines explained below. Use of BMC's logos, however, is restricted. Rights to BMC's logos are granted only via a signed, written agreement that restricts the use of BMC's logos to specific BMC-authorized purposes. If you are a partner, more information is provided for you at the following link: [Partner Resources](#).

1. **There is no need to use the trademark symbols, TM, SM, or ® with BMC's trademarks.** Instead use the following trademark attribution statements in close proximity to the use of any of BMC's trademarks.

BMC, BMC Software, the BMC logo, and other BMC marks are the exclusive properties of BMC Software, Inc. and are registered or may be registered with the U.S. Patent and Trademark Office or in other countries.

BladeLogic and other BladeLogic marks are the exclusive properties of BladeLogic, Inc., and are registered or pending registration in the U.S. Patent and Trademark Office or in other countries.

2. **If you use any of BMC's trademarks, ALWAYS use it as an adjective, accompanied by an APPROPRIATE noun**, which would be generic descriptor of the product. Use of a trademark as an adjective requires the use of the article "the" prior to the trademark.

Examples:

The BMC Helix Digital Workplace product provides modern self-service for digital workplace.

NOT BMC Helix Digital Workplace provides modern self-service for the digital workplace.

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Customers like the MainView solutions.

NOT Customers like MainView.

The TrueSight solution is effective.

NOT TrueSight is effective.

We use the BMC AMI Defender product for enterprise-wide security analysis.

NOT We use the BMC AMI Defender for enterprise-wide security analysis.

The Control-M solution transforms your business with workflow orchestration.

NOT Control-M transforms your business with workflow orchestration.

- 3. Note the difference between the phrase, “BMC software,” and our trade name, “BMC Software, Inc.,”** “BMC software” is a use of our “BMC” mark in a trademark sense, while “BMC Software, Inc.” is a use of our company name. When using “BMC Software” to describe the corporation or place of business called BMC Software, Inc., you are not using BMC as a trademark, but rather are using it as a noun to describe the company. (Did you notice that we used the possessive form in item 1 above when we used the phrase, “BMC’s trademarks”? That’s because we are talking about the company, BMC Software, Inc.).
- 4. Do not make plural the trademark or make it possessive (which would be using it as a noun).** Instead, make plural the noun that follows the trademark. (See the example below). BMC’s trademarks and service marks are brand names for products or services, respectively. In these Guidelines, when using “trademarks” we also mean “service marks.” When using any of BMC’s trademarks, a “the” should precede the trademark, and a noun should immediately follow the trademark. This can be as simple as “the BMC software” or “the BMC products”.

USE the TrueSight products NOT the TrueSights

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5. Always use the following trademarks as listed below, i.e., with a “BMC” as part of the product name.

BMC AMI

BMC Helix

BMC Discovery

Other examples can be found at: [BMC U.S. Registered Trademarks](#) and [BMC A-Z Supported Product List](#).

6. However, do not add “BMC” in front of other of BMC’s registered trademarks. The following registered trademarks of BMC (and any others in the Registered Trademark List at [BMC U.S. Registered Trademarks](#)) should not have “BMC” added in front of them.

BladeLogic

Control-M

MainView

TrueSight

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7. Do not join individual words in BMC’s trademarks with hyphens or join BMC’s trademarks to other words, symbols, or numbers, either as one word or with a hyphen.

Examples of Bad Usage:

BMC-Helix	BMC-AMI	BladeLogic-certified
MainView-based	MainView-solution	TrueSight-approved

8. Do not abbreviate any of BMC’s trademarks, and always use their proper spelling.

Examples:

BladeLogic	NOT	BLOG
TrueSight Operations Manager	NOT	TSOM
BMC AMI	NOT	AMI
BMC Helix	NOT	Helix

However, BMC Hedge and BMC Helix IoT Edge both refer to the same BMC product and both are trademarks in which BMC claims trademark ownership.

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9. Some of BMC’s trademarks, such as the MainView, BladeLogic, and TrueSight trademarks are brand names that are spelled in a special way with distinctive capitalization. The internal capitalizations are part of the trademarks. Use them as shown and no other way.

Examples of Bad Usage:

Main-View	Mainview	MAINVIEW	Any other variation that is not exactly as above
Blade-Logic	Blade logic	BLADELOGIC	Any other variation that is not exactly as above
True-Sight	True Sight	TRUESIGHT	Any other variation that is not exactly as above

10. Do not combine any of BMC’s trademarks with other words to create a new word.

Example of Bad Usage: BMC Discoveryapp

11. Never modify or alter any of BMC’s trademarks, and always use BMC’s trademarks in the ways they were intended to be used. Use them to refer to the BMC product, solution, or service associated with that trademark and to accurately describe how your product or service relates to a BMC product or service. Do not use them for goods or services for which they were not originally intended. Do not make puns out of any of BMC’s trademarks or portray them in a negative light or use them in poor taste or disparagingly.

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12. Do not use any of BMC's trademarks in a way that it becomes a synonym for a good or a service.

Examples of Bad Usage:

We like the TrueSights we use. The customer purchased 100 MainViews.

13. Do not incorporate BMC's trademarks in your company's product name or domain name. Only partners may do so under a written agreement. See [Become BMC Partner](#). Do not adopt any product name or trademark of your own that could be confused in the marketplace with one of BMC's trademarks. Do not display any of BMC's trademarks in a manner that makes them the visual focal point of your offering. When you are offering your product along with a BMC product, do not display any of BMC's trademarks more prominently or larger than your own trademarks.

Changes to these guidelines

BMC reserves the right in its sole discretion to modify these trademark guidelines at any time. BMC reserves the right to conduct quality control inspections on how its marks are used and take action against any use that does not conform to these guidelines. BMC reserves all rights in its trademarks, service marks, and logos. The goodwill derived from your use of any one of BMC's trademarks inures solely to BMC's benefit.

Further questions

If you have any questions about how to use our trademarks, please contact: trademarks@bmc.com.