

iRacing.com Guidelines for Unofficial Websites

Welcome iRacing.com members! We here at iRacing.com Motorsport Simulations are thrilled to see enthusiasm for the iRacing.com sim spreading around the world. New fan sites are appearing all the time, both directly from iRacing.com Motorsport Simulations and from drivers like you.

While we at iRacing.com Motorsport Simulations help determine what is posted on the official iRacing.com websites, we know that unaffiliated creators of iRacing.com fan sites, blogs, and other forums are working without an iRacing.com official in the passenger's seat. We are happy to let members display our brand names and logos on these sites, but we ask that you only do so within certain parameters.

Below you'll find the iRacing.com Trademark Usage Guidelines. These Guidelines will tell you how to use, and how *not* to use, the iRacing.com Motorsport Simulations trademarks. We've also provided a contact to request our logos directly from us – no fuzzy screenshots necessary! So long as you display our trademarks and logos as set out below, you can continue to use them. But, if you should veer off the track and engage in use of our trademarks and logos that is either outside the permitted use, or in violation of the terms below, then we reserve the right to revoke the use of our trademarks and logos.

Now, if you're looking to use our trademarks and logos in a commercial sense (i.e. as a re-seller), then we've got a different course for you. Please contact Tony.Gardner@iRacing.com to find out how you can become licensed for commercial use of our trademarks and logos.

Questions? No problem. If you need any more info regarding the iRacing.com Trademark Usage Guidelines, feel free to contact Tim.Wheatley@iRacing.com.

Thanks!

-The iRacing.com Team

iRacing.com Trademark Usage Guidelines

Remember, these Guidelines are only for *non-commercial* users of the iRacing.com Motorsport Simulations family of trademarks. That means that anyone who wants to use our trademarks and logos in connection with commercial advertising, promotions and/or sales has to obtain prior written consent to use the trademarks. Again, please contact Tony.Gardner@iRacing.com to find out how you can become licensed for commercial use of our trademarks.

Why do we request that people use our trademarks and logos in a certain manner? It's simple. We have invested a lot of creativity, time, and money into developing our branding strategy and reputation within the racing community. As such, we want to protect the quality and distinctiveness of our brand. We consider our branding to be an asset of the company, and like any asset, we would not want someone using it in a way that could create a false sense of affiliation or endorsement with us. We also would not want someone to use our trademarks and logos in a derogatory manner.

What Permissible Use Gives You:

Permissible use gives you the right to use our trademarks. It does not, however, grant to you any rights to ownership in the marks. It also does not permit you to apply for any trademark that incorporates our trademarks and logos, and it does not permit you to challenge our existing rights to use and register our trademarks.

iRacing.com Motorsport Simulations' Family of Trademarks Trademarks and Logos:

Here is the current list of our trademarks:

iRacing.com™
iRacing.com WORLD CHAMPIONSHIPS™
iRacing.com MOTORSPORT SIMULATIONS™
WORLD CUP of iRacing.com™
FIRST iRacing.com™

To obtain the iRacing media pack, which includes images of the logos, please contact Tim.Wheatley@iRacing.com.

Don't forget – the more we grow, the more our branding efforts grow with us! That means that new iRacing trademarks and logos may be added from time to time. Please check back to this page periodically for any changes or updates to our trademarks.

How to Properly Use Our Trademarks and Logos:

First, we ask that you use our trademarks exactly as they appear in the list above. Please do not shorten, abbreviate, amend, or alter our trademarks in any way.

Second, please use the correct trademark symbol (see trademark list above) the first time you use an iRacing trademark. For example:

"I just finished racing at Lime Rock Park on the iRacing.com™ sim. The iRacing.com sim gives you a great feel for the track."

Third, we ask that you do not use iRacing or iRacing.com name in whole or part in any domain name without our written permission. Please contact Tim.Wheatley@iRacing.com if you wish to request permission to use iRacing or iRacing.com in whole or in part in your domain name.

Fourth, we ask that you use the button/logo provided in the media kit indicating that your online site is not an official iRacing site and that you link to the official iRacing public site at www.iRacing.com.

Fifth, other than the provided trademarks and logos, please make your site visually distinctive from the iRacing official sites. Please remember that the distinctive content of the iRacing.com websites is also the intellectual property of our company. Emulating our websites can cause confusion amongst our members and fans.

And last, but not least, we request that you place an attribution notice anywhere that an iRacing trademark or logo is used. For example:

"iRacing.comTM is a trademark of iRacing.com Motorsport Simulations.

How NOT to Use Our Trademarks and Logos:

You may not apply for trademark registration, in whole or in part, of any of our trademarks or logos (or any alteration thereof) as part of a company or trademark name. You may only use our trademarks and logos as detailed in these guidelines.

You may not use any of our trademarks or logos in a disparaging manner.

You may not manufacture, sell or give-away merchandise items bearing our trademarks or logos.

You may not use our trademarks or logos to imply iRacing.com Motorsport Simulations' endorsement of any third party product or service, or use our trademarks or logos to indicate any sponsorship or affiliation by iRacing.com Motorsport Simulations – unless you have prior written authorization from iRacing.com Motorsport Simulations.

You may not use any of our trademarks or logos, or abbreviated/altered versions thereof, as part of a domain name.

You may not use the FIRST iRacing.comTM trademark or logo without prior written authorization from iRacing.com Motorsport Simulations.

We'd Like to Know More About You!

It's important to us to know who is using our trademarks and logos, and how they are being used. As such, again we ask that all trademarks and logos be requested from Tim Wheatley. Also, please let us know if you have any questions about these guidelines or about any of our trademarks and logos in general. Please contact Tim.Wheatley@iRacing.com

Thank you!

iRacing.com Motorsport Simulations