

**“Pilot” Guidelines for Issuance of Verified Mark Certificates
Version 0.985 (May 26, 2020)**

1. INTRODUCTION

1.1. OVERVIEW

This document describes an integrated set of technologies, protocols, and identity and mark proofing requirements that are necessary for the issuance and management of Verified Mark Certificates - certificates that are trusted by Consuming Entities. Upon adoption, they are mandatory for Certification Authorities who issue or plan to issue Verified Mark Certificates.

1.2. DOCUMENT NAME AND IDENTIFICATION

These guidelines shall be known as the Verified Mark Certificate Guidelines (or “VMC Guidelines”). These VMC Guidelines shall take effect upon public adoption by one or more Certification Authorities (CAs) that offer Verified Mark Certificates to Subscribers and by one or more Consuming Entities that recognize and utilize the Verified Mark Certificates.

1.2.1. Revisions to these VMC Guidelines

Versio n	Adopted	Effective
0.97	12-19-2019	12-19-2019
0.984	06-24-2019	06-24-2019
0.985	05-26-2020	05-26-2020

1.2.2 Verified Mark Certificate OIDs

Certificates adhering to these VMC Guidelines SHALL be identified by the presence of the VMC policy OIDs in the Certificate Policies Extension as described in section 4.9.

1.2.3 Purpose

The purpose of the Version 0.985-0.984 Guidelines is to prototype Verified Mark Certificates and is consequently referred to as the "Pilot" VMC Guidelines. A subsequent version of the VMC Guidelines that will be referred to as the "General Availability" VMC Guidelines shall be published and replace the "Pilot" Guidelines. It will indicate that the Guidelines are meant to be broadly available.

Once the "General Availability" Guidelines take effect, Certification Authorities shall cease issuing VMC with the "Pilot" Guidelines. VMCs issued in accordance with these “Pilot” VMC Guidelines will continue to be treated as valid through their expiration date after the “General Availability” release.

1.3 DEFINITIONS AND ACRONYMS

The definitions and acronyms contained in the CA/Browser Forum (“Forum”) Baseline Requirements and EV Guidelines shall apply to these VMC Guidelines except as otherwise provided herein.

Additional Definitions

Applicant: A person, entity, or organization applying for a Verified Mark Certificate, but which has not yet been issued a Verified Mark Certificate, or a person, entity, or organization that currently has a Verified Mark Certificate or Certificates and that is applying for renewal of such Verified Mark Certificate or Certificates or for an additional Verified Mark Certificate or Certificates.

Baseline Requirements: Version 1.6.1 of the CA/Browser Forum Baseline Requirements for the Issuance and Management of Publicly-Trusted Certificates.

CA: The Certification Authority that issues a Verified Mark Certificate.

Consuming Entity: An entity that incorporates and uses the Design Mark Representation and related data contained in a Verified Mark Certificate in its products and services in accordance with the VMC Terms.

Design Mark: A trademark consisting of a graphic design, stylized logo, or image, with or without words and/or letters having a particular stylized appearance. For greater certainty, a “Design Mark” includes trademarks made up of both word and design elements.

Design Mark Representation: A digital representation of a Design Mark, such as a digital or computer file, containing structured binary or textual data which can be interpreted to recreate (render) a visual representation of the mark so that it can be seen. The Design Mark Representation will be used as the Logotype Extension under Section 4.6.

EV Guidelines: Version 1.6.8 of the CA/Browser Forum Guidelines for the Issuance and Management of Extended Validation Certificates.

Mark Asserting Entity (MAE): An Applicant for/Subscriber of a Verified Mark Certificate.

Registered Design Mark: a Design Mark that has been registered as a trademark with a Trademark Office, and in particular, as the Design Mark appears in the official database of the applicable Trademark Office.

SVG Guidelines: Latest version of the SVG Tiny Portable/Secure Guidelines document located at this URL:

http://bimigroup.org/resources/SVG_PS-latest.txt

as well as a RNC validator located at this URL:

http://bimigroup.org/resources/SVG_PS-latest.rnc.txt

Both are published by the Authindicators Working Group.

Subscriber: A person, entity, or organization that has applied for and has been issued a Verified Mark Certificate.

Third Party Validator: A person or organization who performs the face-to-face validation of the Applicant Representative under Section 6.1.1. The Third Party Validator may be any of the parties allowed under EV Guidelines Section 11.2.2(4)(A).

Trademark Office: An intellectual property office recognized by the World Intellectual Property Organization for registration of trademarks (see: <https://www.wipo.int/directory/en/urls.jsp>), and that is listed in Appendix A.

Verified Mark Certificate: A certificate that contains subject information and extensions specified in these VMC Guidelines and that has been verified and issued by a CA in accordance with these VMC Guidelines.

VMC Terms: The terms of use that apply to a VMC Certificate and to the Design Mark Representation and related data contained in a Verified Mark Certificate, as set out in Appendix B to these VMC Guidelines.

Word Mark: A trademark consisting exclusively of text expressed without regard to the font, style, size or color that has been registered as a trademark with a Trademark Office.

Global Legal Entity Identifier Foundation: GLEIF is a Swiss based non-profit foundation providing unique identification of parties to financial transactions.

Global Legal Entity Identifier Index: is a central repository managed by GLIEF, and contains historical and current identification of legal entities that are party to financial transactions.

Legal Entity Identifier: LEI is specified in the ISO 17442 and names legal entities in the Global LEI Index.

2. GENERAL REQUIREMENTS

Verified Mark Certificates may be issued with respect to Registered Design Marks that are in good standing with a Trademark Office and which are owned or licensed to the Applicant. CAs may issue Verified Mark Certificates provided that the CA satisfies (1) the requirements in these VMC Guidelines and (2) all requirements of the Baseline Requirements and EV Guidelines, except as otherwise provided by these VMC Guidelines.

All Subscribers/Mark Asserting Entities and Consuming Entities are bound by the VMC Terms attached as Appendix B according to their terms. CAs who issue Verified Mark Certificates shall include the VMC Terms in their applicable Certification Practice Statement.

3. VERIFICATION OF SUBSCRIBER AND DESIGN MARK

3.1 Subject Identity Verification

Before issuing a Verified Mark Certificate to an Applicant, a CA shall successfully complete verification of the Applicant's identity and domain(s) to be included in the Verified Mark Certificate according to the verification requirements of the EV Guidelines sufficient to issue an EV certificate.

3.2 Registered Design Mark Verification

In addition to the identity and domain verification required by Section 3.1, CAs issuing Verified Mark Certificates shall perform verification of the submitted Registered Design Mark as follows:

3.2.1 Verification of Design Mark with Trademark Office

The Subscriber will provide the CA with (a) the Registered Design Mark's trademark registration number and name of the Trademark Office that granted the trademark registration, and (b) the Design Mark Representation in SVG format that the Applicant wishes to include in the Verified Mark Certificate. Registered Design Marks must be in good standing, as MUST be verified through consultation with the official database of the applicable Trademark Office, to be eligible for inclusion within a Verified Mark Certificate. In addition, only Registered Design Marks are eligible for inclusion within the logotype (as defined in RFC3709). For clarity and without limitation, Word Marks and unregistered marks are not eligible as a logotype.

The CA SHALL confirm that the Design Mark Representation submitted by the Subject organization matches the Registered Design Mark as it appears in the official database of the applicable Trademark Office.

In determining whether the Design Mark Representation matches the Registered Design Mark, the CA may make reasonable decisions in accordance with the applicable law of the country of the Trademark Office, and shall maintain a record of the decisions and reasons therefor.

The CA SHALL also retain a screenshot or other record of the Design Mark Representation provided by the Applicant and all information about the Registered Design Mark obtained from the applicable Trademark Office as well as all other supporting data that the CA relies upon in issuing the Verified Mark Certificate.

3.2.2 Verification of Registered Design Mark Ownership or License

The CA shall confirm that the owner of the Registered Design Mark identified in the official database of the applicable Trademark Office is the same Subject organization verified by the EV vetting process under Section 3.1 (or to a Parent, Subsidiary, or Affiliate of the organization as confirmed in accordance with the EV Guidelines and Baseline Requirements), or if the owner of the Registered Design Mark is not the same organization, that the Subject organization has obtained the right to use the Registered Design Mark through a mutually agreed-upon license from the entity who is the owner of record of the Registered Design Mark (or a Parent, Subsidiary, or Affiliate of the owner). Registered Design Marks that are registered to any entity other than the Applicant may only be used if the CA obtains an authorization letter from the owner of record of the Registered Design Mark.

In determining whether the Applicant is the owner or a licensee of the Registered Design Mark corresponding to the Design Mark Representation, the CA may make reasonable decisions in accordance with the applicable law of the country of the Trademark Office and shall maintain a record of the decisions and reasons therefor in the CA's records required in section 3.2.1.

3.2.3 Color Restrictions

Design Mark Representations in Verified Mark Certificates shall only be in colors if and as permitted by the Registered Design Mark and the applicable law of the Trademark Office. The

CA shall examine the Registered Design Mark to determine what rights, if any, the Subject organization has to use of the Registered Design Mark in the submitted colors.

In the event of any difference between the colors for the Registered Design Mark and the colors for the Design Mark Representation submitted by the Subject organization, CAs may make reasonable decisions in accordance with the applicable law of the jurisdiction of the Trademark Office, and shall maintain a record of the decisions and reasons therefor in the CA's records required in section 3.2.1.

3.2.4 Certificate Transparency Logging

Before issuance of a Verified Mark Certificate, the CA shall log the Verified Mark Certificate pre-certificate (including all the data included in the Subject field of the certificate plus the Design Mark Representation) to one or more public CT logs.

3.3 Verification of Optional Word Mark

Verified Mark Certificates may not be issued with respect to Word Marks alone; Word Marks may only be included as an optional field, in addition to the required Registered Design Mark. In addition to the identity and domain verification required by Section 3.1 and Registered Design Mark verification required by Section 3.2, if the Applicant includes an optional Word Mark, CAs issuing Verified Mark Certificates shall perform verification of the submitted Word Mark as follows:

3.3.1 Verification of Word Mark with Trademark Office

The Subscriber will provide the CA with the registered Word Mark's trademark registration number and name of the Trademark Office that granted the trademark registration. Word Marks MUST be registered with the same Trademark Office as the subject Registered Design Mark, and MUST be in good standing, as may be verified through consultation with the official database of the applicable Trademark Office, to be eligible for inclusion within a Verified Mark Certificate. Unregistered word marks may not be used in a Verified Mark Certificate.

The CA SHALL retain a screenshot and all information about the Word Mark obtained from the applicable Trademark Office as well as all other supporting data that the CA relies upon in issuing the Verified Mark Certificate.

3.3.2 Verification of Word Mark Ownership or License

The CA SHALL confirm that the owner of the Word Mark identified in the official database of the applicable Trademark Office is the same as the owner of the Subject Registered Design Mark (or a Parent, Subsidiary, or Affiliate of the owner). Word Marks that are registered to any entity other than the Applicant may only be used if the CA obtains an authorization letter or proof of license agreement from the owner of record of the Word Mark, which SHALL be confirmed by the CA during the verification process.

In determining whether the Applicant is the owner or licensee of the Word Mark, the CA may make reasonable decisions in accordance with the applicable law of the country of the Trademark Office and shall maintain a record of the decisions and reasons therefor in the CA's records required in section 3.3.1.

4. VERIFIED MARK CERTIFICATE PROFILE

Verified Mark Certificates shall comply with the Verified Mark Certificate profile requirements set out in this section. Except as may otherwise be expressly specified, Verified Mark Certificates must comply with the requirements of the EV Guidelines Sections 9.2 (Subject Identity) and 9.3 (Certificate Policy Identification). Notwithstanding anything to the contrary, Section 9.2.8 of the EV Guidelines shall not apply to override any of the requirements contained in these VMC Guidelines.

4.1 Certificate Version

Certificates MUST be of type x509v3 [RFC5280].

4.2 Certificate Serial Number

CAs MUST follow Baseline Requirements for generation of certificate serial number, i.e. the number MUST be at least 64 bit length, non-zero and generated with a CSPRNG.

4.3 Key Algorithms Sizes

The following key algorithms and associated key sizes are permitted. Other algorithms and sizes are explicitly prohibited.

Digest Algorithm	SHA-256, SHA-384, SHA-512
Key Algorithm	RSA or ECC
RSA modulus size (bits)	2048, 3072 or 4096
ECC curve parameters	NIST P-256, P-384, P-521

4.4 Maximum Validity Period for Verified Mark Certificates

The maximum validity period MUST NOT exceed 185 days. If an Applicant is a licensee of a Registered Design Mark or Word Mark rather than the Registrant, the expiration date of the certificate SHALL have an expiration date that is no later than the final expiration date of the license held by the Applicant to use the Registered Design Mark or Word Mark, which SHALL be confirmed by the CA during the verification process.

4.5 Subject

4.5.1 Subject Alternative Name

subjectAltName [RFC5280]: It MUST contain at least one entry. Each entry is a dnsName containing a Fully-Qualified Domain Name describing the verified domain this Verified Mark Certificate is applicable to. This is REQUIRED, and SHOULD be marked non-critical [RFC5280].

4.5.2 Subject Distinguished Name

All string values are of DirectoryString type [RFC5280] and may be internationalized which has security considerations. The CA should consider steps to analyze internationalization for the potential of user confusion or fraud.

4.5.2.1 Subject Description

4.5.2.1.1 Subject Common Name

Subject: commonName (CN, OID: 2.5.4.3): This field is deprecated. The contents can either be the same as the Subject Organization Name defined in section 4.5.2.1.2, or the Word Mark field defined in section 4.5.2.4.4. This Subject Common Name is OPTIONAL.

4.5.2.1.2 Subject Organization Name

Subject: organizationName (O, OID: 2.5.4.10): The string value represents the full legal organization name as described in EV Guidelines 11.2. Unlike in the EV Guidelines, a DBA or Word Mark is not allowed in this field - only the legal entity name. The Organization Name is REQUIRED.

4.5.2.1.3 Subject Organizational Unit Name

Subject: organizationalUnitName (OU, OID: 2.5.4.11): The Organizational Unit Name field specifies an organizational unit. It identifies an organizational unit with which the certificate is affiliated. The designated organizational unit is understood to be part of an organization designated by an organizationName field. The value for Organizational Unit Name is a string chosen by the organization of which it is part (e.g., OU = "Technology Division"). See ISO/IEC 9594-6:2014 (E) Rec. ITU-T X.520 (10/2012).

4.5.2.2 Subject Physical Address of Place of Business

This follows the EV Guidelines section 9.2.7 except as noted. This MUST contain a confirmed address of the Subject's place of business where the Country field is always REQUIRED, and all other fields are required unless prohibited by applicable law or not applicable in the jurisdiction. Certificates issued before July 1st, 2019 may exclude the Number and Street Address and Postal Code.

Number and Street	subject:streetAddress (OID: 2.5.4.9)
City or Town	subject:localityName (OID: 2.5.4.7)
State or Province	subject:stateOrProvinceName (OID: 2.5.4.8)
Country	subject:countryName (OID: 2.5.4.6)
Postal Code	subject:postalCode (OID: 2.5.4.17)

4.5.2.3 Subject Registration

4.5.2.3.1 Business Category

Subject: businessCategory (OID: 2.5.4.15): This contains a SEQUENCE with one or two entries. The first entry and character string "EntityType" describes the categorization of the entity following EV Guidelines section 9.2.4, and is REQUIRED. The value is one of "Private Organization", "Government Entity", "Business Entity" or "Non-Commercial Entity" corresponding to the requirements in section 9.2.4. A second string SHOULD list the classification and classes for the goods and services for which the Registered Design Mark was granted by the Trademark Office when available and is OPTIONAL.

4.5.2.3.2 Jurisdiction of Incorporation or Registration Fields

This corresponds to the "Subject Jurisdiction of Incorporation or Registration Field" section in EV Guidelines section 9.2.5. The Country field is REQUIRED but otherwise follows section 9.2.5. Note: the Country field here follows ISO 3166-1 ALPHA-2 per section 9.2.5.

Locality	Subject: jurisdictionLocalityName (jL, OID: 1.3.6.1.4.1.311.60.2.1.1)
State or Province	Subject: jurisdictionStateOrProvinceName (jS, OID: 1.3.6.1.4.1.311.60.2.1.2)
Country	Subject: jurisdictionCountryName (jC, OID: 1.3.6.1.4.1.311.60.2.1.3)

4.5.2.3.3 Subject Registration Number Field

Subject: serialNumber (jS, OID: 2.5.4.5): This string value corresponds to the business registration identifier given by the Registration Agency and follows EV Guidelines section 9.2.6. This is REQUIRED. (Entities without registration information cannot obtain a Verified Mark Certificate)

4.5.2.3.4 Legal Entity Identifier

Subject: legalEntityIdentifier (old OID: 1.3.6.1.4.1.311.60.2.1.7, new OID: 1.3.6.1.4.1.53087.1.5): This contains a 20-character alphanumeric LEI string from a valid registration and is OPTIONAL. The validation process is as follows:

- 1) This information SHALL be validated by matching the organization name and registration number found in the Global LEI Index against the Subject Organization Name Field (see EV Guidelines Section 9.2.1) and Subject Registration Number Field (see EV Guidelines Section 9.2.5) within the context of the subject's jurisdiction as specified in EV Guidelines Section 9.2.4.
- 2) The address information from EV validation SHALL be compared to the Headquarters Address information in the LEI record in order to detect potential matching errors or errors in the registration information. If the addresses do not match, the CA will attempt to validate the address found in the LEI record as a confirmed office location for the Subscriber, if possible.
- 3) The CA SHALL verify that the ValidationSources field of the associated LEI record contains the designation FULLY_CORROBORATED before including an LEI in a VMC.

4.5.2.4 Trademark Registration

4.5.2.4.1 Trademark Country or Region Name

Subject: trademarkCountryOrRegionName (old OID: 1.3.6.1.4.1.311.60.2.1.5, new OID: 1.3.6.1.4.1.53087.1.3): This string value identifies the country or region of the Trademark Office that registered the Registered Design Mark (and optional Word Mark) as an WIPO ST.3 two letter country and intergovernmental/regional agency code (see list at <http://www.wipo.int/export/sites/www/standards/en/pdf/03-03-01.pdf>). See [Appendix A](#) for a list of countries and regions currently authorized for Verified Mark Certificates and string value format.

4.5.2.4.2 Trademark Office Name

Subject: trademarkOfficeName (old OID: 1.3.6.1.4.1.311.60.2.1.4, new OID: 1.3.6.1.4.1.53087.1.2): This string value identifies the Trademark Office by inserting the URL listed in the “Web site” column in the WIPO directory of country and regional intellectual property agencies at <https://www.wipo.int/directory/en/urls.jsp> for the Trademark Office that registered the Registered Design Mark (and optional Word Mark) included in the Verified Mark Certificate. See [Appendix A](#) for a list of Trademark Offices currently authorized for Verified Mark Certificates and string value format. This field is REQUIRED if the applicable country/region has more than one national/regional intellectual property agency where trademarks can be registered. This field is not REQUIRED if the applicable country/region has only one national/regional intellectual property agency in the WIPO directory of country and regional intellectual property agencies at <https://www.wipo.int/directory/en/urls.jsp> where trademarks can be registered; in that case, the issuing CA will consult the Trademark Office listed on [Appendix A](#) for the applicable country/region.

4.5.2.4.3 Trademark Registration Number

Subject: trademarkRegistration (old OID: 1.3.6.1.4.1.311.60.2.1.6, new OID: 1.3.6.1.4.1.53087.1.4): This string value contains the registration number given by the Trademark Office to identify the Registered Design Mark. This field is REQUIRED.

4.5.2.4.4 Word Mark

Subject: wordMark (new OID: 1.3.6.1.4.1.53087.1.6) This plain text value may contain a Word Mark that is registered with the same Trademark Office and owned by same owner (or a Parent, Subsidiary, or Affiliate of the owner) as the Registered Design Mark verified under Section 3.2. This field is OPTIONAL. The CA may include a Word Mark in a Verified Mark Certificate only if the Verified Mark Certificate also includes a Registered Design Mark.

4.6 Logotype Extension

logotype extension (OID: 1.3.6.1.5.5.7.1.12) [RFC3709]: The extension MUST contain subjectLogo with a LogotypeData element [RFC3709] containing the Design Mark Representation asserted by the Subject of the Verified Mark Certificate and verified by the CA. The Design Mark Representation MUST be an embedded secured SVG image [RFC6170]. More specifically the extension MUST embed the image element in “data:” URL as defined in RFC6170 section 4. Further, to secure the SVG, it MUST use the SVG tiny profile (W3C Recommendation, "Scalable Vector Graphics (SVG) Tiny 1.2 Specification", December 2008), MUST NOT contain <script> tags, MUST be compressed, and MUST follow other requirements set forth in [RFC6170 section 5.2]. Additionally the Authindicators Working Group has published a SVG Guidelines document as well as a tool to help validate the SVG. The VMC

SVG is also required to follow those specifications. The logotype extension is REQUIRED, and SHOULD be marked non-critical. The CA SHALL verify that the Applicant provided Design Mark Representation meets this secure profile.

4.7 Usage Information Extension

4.7.1 Extended Key Usage

extKeyUsage: id-kp-BrandIndicatorforMessageIdentification (OID: 1.3.6.1.5.5.7.3.31). The Extended Key Usage extension [RFC5280] MUST contain id-kp-BrandIndicatorforMessageIdentification (OID: 1.3.6.1.5.5.7.3.31) as specified in Section 7 of the IETF Internet-Draft at <https://tools.ietf.org/html/draft-chuang-bimi-certificate-00>. This indicates the application of the Verified Mark Certificate Profile. This is REQUIRED, and the extension SHOULD be marked non-critical.

4.8 Revocation Information Extensions

The Verified Mark Certificate profile mandates the use of CRL to communicate revocations. CRL are mandated over OCSP as CRL lookup may be offline that can keep Verified Mark Certificate usage private.

4.8.1 CRL Distribution Points

crlDistributionPoints. This contains the HTTP(S) URL location of the CA CRL service, which provides certificate revocation information. This is REQUIRED and the extension MUST NOT be marked critical.

4.8.2 Authority Information Access.

authorityAccessInformation: This contains the HTTP URL location of the issuing CA OCSP responder service to provide online revocation information, and may contain the issuing CA certificate as described in Baseline Requirements Section 7.1.2.3. This is OPTIONAL and MUST NOT be marked critical.

4.9 Certificate Policies Identification

This follows EV Guidelines Section 9.3 and 9.7 except where explicitly stated.

4.9.1 Certificate Policies Extensions

certificatePolicies: Each Verified Mark Certificate issued by the CA to a Subscriber SHALL be identified by the presence of the following Verified Mark Certificate OIDs in the certificate's certificatePolicies extension that:

- (i) indicate which CA policy statement relates to that Certificate,
- (ii) assert the CA's adherence to and compliance with these VMC Guidelines and assert the requirement of adherence to and compliance with the VMC Terms as a condition of issuance of the Verified Mark Certificate.

The first certificate policies extension contains an identifier that names the CA's Certification Practice Statement (CPS) applicable to the Verified Mark Certificate, together with a URL for the web page where the Certification Practice Statement can be publicly reviewed. The CA CPS identifier is the Policy Identifier of the certificate policies extension. The CA CPS URL is appended as a CPS pointer qualifier.

The second certificate policies extension contains a Verified Mark Certificate General Policy Identifier (1.3.6.1.4.1.53087.1.1) which indicates adherence to and compliance with these VMC Guidelines and the VMC Terms. This identifier is assigned to the Policy Identifier of the certificate policies extension.

These extensions are REQUIRED, and SHOULD NOT be marked critical.

4.9.2. CA Certificates

CAs shall only issue Verified Mark Certificates from a dedicated sub-CA that contains the EKU specified in section 4.7.1 for Verified Mark Certificates.

4.10 Certificate Transparency Extension

extension OID: 1.3.6.1.4.1.11129.2.4.2: Verified Mark Certificates pre-certificates MUST be logged to at least one of well-known Certificate Transparency (CT) logs [RFC6962] which then provide Signed Certificate Timestamps (SCT). The SCT must be added to the Certificate Transparency extension as a SignedCertificateTimestampList encoded as an octet string [RFC6962 section 3.3]. The Authindicators Working Group maintains a list of acceptable CT logs, and the current list is attached as [Appendix C](#). This is REQUIRED, and SHOULD NOT be marked critical.

5. FUTURE USE CASES

It is intended that this section be expanded to support a broader set of use cases. It will include well-defined, explicit, and appropriate vetting methods for different classes of Design Marks and associated rights, as well as the means for clearly indicating the classes and incorporating the marks into Verified Mark Certificates.

5.1 Common Law Marks

5.2 Multiple Marks

5.3 Derivative Marks

5.4 Mildly Altered Marks

5.5 Co-Marketing Marks

5.6 Authorized use by Franchisee

5.7 New or Rebranded Marks

6. OTHER REQUIREMENTS

6.1 Additional Vetting Requirements and Disallowed Methods

6.1.1 Face-to-Face Validation of Applicant Representative The CA must conduct face-to-face validation of the Applicant Representative for all types of Applicant (for the sake of

clarity, for Private Organizations, Business Entities, Government Entities, and Non-Commercial Entities) and must use one of the methods specified in EV Guidelines Sec. 11.2.2 (4) (A). If any form of Third Party Validator is to be used, the Third Party Validator must have a current and active license or charter and must be chosen or designated by the CA. The CA must maintain a record of such validation. Further, the CA duties in sections 11.2.2 (4) B and 11.2.2 (4) C of the EV Guidelines must be performed.

6.1.2 Exceptions to Face-to-Face Validation of 6.1.1

The face-to-face validation in Section 6.1.1 is not required if the CA has already completed EV validation for the Organization and issued an EV certificate to the Organization more than 90 days before the Verified Mark Certificate request, and the request was made by the same Organization Applicant Representative or a new Organization representative that the Organization specifically authorizes. This exception is allowed up through and including 2019-12-31, after which it is no longer allowed.

In addition, face-to-face validation is not required more than once for any Organization (or Parent, Subsidiary, or Affiliate) so long as the CA has maintained continuous contact with Organization representatives and maintains a system for authorization of new Organization representatives (or representatives of a Parent, Subsidiary, or Affiliate) by the Organization and its previously authorized representatives.

6.1.3 Verified Professional Letter Not Permitted

The verification requirements of EV Guidelines section 11.2.1 for the vetting of the Applicant and the Applicant Representative may not be met through the use of a Verified Professional Letter as otherwise described in 11.2.2 (6). This prohibits the allowances otherwise permitted in the EV Guidelines in sections 11.2.2 (1-3, and 5).

APPENDIX A

Country/ Region	Trademark Offices Authorized for Verified Mark Certificates	String Value for a Trademark Under Sec. 4.5.2.4.1 and 4.5.2.4.2
United States (US)	United States Patent and Trademark Office (USPTO) — https://www.uspto.gov/	US
Canada (CA)	Canadian Intellectual Property Office — http://www.ic.gc.ca/eic/site/cipointernet-intemetopic.nsf/eng/h_wr00002.html	CA
European Union (EM)	European Union Intellectual Property Office — https://euipo.europa.eu/ohimportal/en	EM
United Kingdom (GB)	UK Intellectual Property Office — https://www.gov.uk/search-for-trademark	GB
Germany (DE)	Deutsches Patent- und Markenamt-- https://www.dpma.de/	DE
Japan (JP)	Japan Trademark Office — https://www.jpo.go.jp/	JP
Australia (AU)	IP Australia - https://www.ipaustralia.gov.au/	AU

APPENDIX B

VMC Terms of Use (“VMC Terms”)

All Mark Asserting Entities (MAEs) are required, as a condition of being issued a Verified Mark Certificate, to agree to these VMC Terms. Any and all use, display, or reliance on any Verified Mark Certificate (and any Design Mark Representation and any other data or information therein) by Consuming Entities, Relying Parties, and any other person, is subject to and conditional upon acceptance of these VMC Terms. The OID 1.3.6.1.4.1.53087.1.1 in the Verified Mark Certificate incorporates by reference these VMC Terms. If any person does not agree to these VMC Terms, such person may not obtain, use, publish, or rely upon any Verified Mark Certificate or on any Design Mark Representation or any other data or information in a Verified Mark Certificate.

1. **Definitions.** In addition to the other definitions included in the Baseline Requirements, EV Guidelines, and VMC Guidelines, the following capitalized words will have the meanings set out below.
 - 1.1. **Mark Asserting Entity (MAE):** An Applicant for/Subscriber of a Verified Mark Certificate.
 - 1.2. **VMC Marks:** the Design Mark Representation and Word Mark, if any, contained in a MAE’s Verified Mark Certificate application.
2. **Limited Right to Reproduce and Display.** The MAE hereby grants, subject to the terms, conditions and restrictions in the VMC Guidelines and these VMC Terms:
 - 2.1. to the Issuing CA, a limited, non-exclusive, worldwide license to issue a Verified Mark Certificate that contains the VMC Marks and to log said certificate in a limited number of Certificate Transparency Logs as required by the VMC Guidelines; and
 - 2.2. to Consuming Entities, a limited, non-exclusive, worldwide license to use the VMC Marks in conjunction with internal logo recognition systems, and to host, store, reproduce, display, process, and modify as permitted by section 3.1 the VMC Marks only in direct visual association with communications, correspondence, or services authored or provided by the MAE from or through one of the same domains included within the Verified Mark Certificate’s Subject Alternative Name field; and
 - 2.3. to certificate transparency log operators if different from the Issuing CA, a limited, non-exclusive, worldwide license to retain a copy of and to reproduce the Verified Mark Certificate to support a durable public record of those issued certificates, and for the purpose of permitting members of the public to audit the verification of Verified Mark Certificates.
3. **License Restrictions and Conditions.** Any Consuming Entity that incorporates or intends to incorporate the VMC Marks obtained through an issued and published Verified Mark Certificate into its products and services, agrees that its license to do so is subject to and conditional on the following:
 - 3.1. **Quality Control. Same Treatment.** The Consuming Entity may not distort at display time any Design Mark Representation obtained from a published Verified Mark Certificate, change its colors or background, modify its transparency, or alter it in any way other than to adjust its size or scale, or to crop it in a manner consistent with cropping performed on other Design Mark Representations displayed in the same context and where after such cropping the entire Design Mark remains visible. If a Consuming Entity

displays a Word Mark obtained from a published Verified Mark Certificate, it must do so in a neutral manner applied consistently to all Word Marks from all Verified Mark Certificates that are shown in the same visual context. The Consuming Entity may display a Design Mark included in a Verified Mark Certificate without also displaying a Word Mark included in the same Verified Mark Certificate, but the Consuming Entity may not display a Word Mark included in a Verified Mark Certificate without also displaying the Design Mark included in the same Verified Mark Certificate.

- 3.2. No Partnership or Relationships implied. Subject to an express agreement to the contrary between the Consuming Entity and the MAE, neither the VMC Marks nor any other content of the Verified Mark Certificate may be used or displayed in any way that reasonably implies any relationship between the Consuming Entity and the MAE, beyond the bare licensor-licensee relationship created by these VMC Terms.
- 3.3. CRL or OCSP Checks. Consuming Entities must check the Certificate Revocation Lists maintained by the CA or perform an on-line revocation status check using OCSP to determine whether a Verified Mark Certificate has been revoked no less frequently than every 7 days.
- 3.4. Lawful Use. Consuming Entities may only use the Design Mark Representation in a Verified Mark Certificate in accordance with applicable law.

4. Sufficient Ownership or License. The MAE warrants that the VMC Marks published via a Verified Mark Certificate represent a Registered Design Mark (and Word Mark, if any) that the MAE owns or for which the MAE has obtained sufficient license to be able to grant the limited license in these VMC Terms, and that it will immediately revoke the Verified Mark Certificate if it no longer owns or has a sufficient license to the applicable Registered Design Mark (or Word Mark, if any). The MAE will defend and will be liable for any intellectual property or other claims against any Consuming Entity, Relying Party or CA that arise from the content of the MAE's application for a Verified Mark Certificate.

5. No obligation to display. The MAE acknowledges that Consuming Entities are under no obligation to display the VMC Marks in connection with content the MAE publishes that is associated with the domains the MAE owns or controls as a Domain Registrant, even if a communication or message is confirmed to be from the MAE and a suitable VMC Mark can be obtained and safely displayed from the applicable Verified Mark Certificate. Instead, Consuming Entities may choose to display the VMC Marks in accordance with these VMC Terms, or not display them, at their option.

6. Termination. Immediately upon revocation or expiration of the Verified Mark Certificate, the MAE will cease publishing or using the Verified Mark Certificate, and the license granted to Consuming Entities in Section 2.2 above shall terminate. The license to a Consuming Entity in Section 2.2 above also terminates automatically and immediately upon breach of any provision of these VMC Terms by the Consuming Entity. Consuming Entities must immediately cease any and all use of the VMC Marks upon termination of the applicable license.

7. Updates to VMC Guidelines and VMC Terms. The VMC Guidelines and VMC Terms may be updated from time to time. All parties agree that the version of the VMC Guidelines and VMC Terms in effect at the time of issuance of a Verified Mark Certificate shall apply through the date of expiration or revocation of the Verified Mark Certificate (and, for those

provisions that by their nature extend beyond the date of expiration or revocation, until the provisions no longer would apply by their terms). It is the responsibility of each entity who obtains, uses, publishes or relies upon a Verified Mark Certificate to review and familiarize itself from time to time with any updated versions of the VMC Guidelines and VMC Terms.

APPENDIX C

CT Logs Approved by Authindicators Working Group

logurl	name	google
https://mammoth.ct.comodo.com/ct/v1/	comodo-mammoth	0
https://sabre.ct.comodo.com/ct/v1/	comodo-sabre	0
https://ct1.digicert-ct.com/log/ct/v1/	digicert	0
https://ct2.digicert-ct.com/log/ct/v1/	digicert-ct2	0
https://gorgon.ct.digicert.com	gorgon	0
https://ct.cloudflare.com/logs/nimbus2019/ct/v1/	nimbus2019	0
https://ct.cloudflare.com/logs/nimbus2020/ct/v1/	nimbus2020	0
https://ct.cloudflare.com/logs/nimbus2021/ct/v1/	nimbus2021	0