

Pluralsight, LLC and its affiliates (“Pluralsight”) have a reputation for providing high-quality products and services. Our trademarks, which help project our brand, are integral to our business. We ask that you help us by properly using and crediting Pluralsight trademarks in accordance with these guidelines.

We maintain a portfolio of trademarks, which include words, slogans, logos, designs, images, and colors. This includes Pluralsight, Pluralsight One, Pluralsight IQ, Skill IQ, Role IQ, our stylized text Pluralsight logo and our double triangle logo. Please note that this list is not all-inclusive and the absence of any mark on the list does not mean that it is not a Pluralsight trademark.

### **Permissible Use**

You may generally use Pluralsight trademarks to fairly refer to our company’s products and services. For example, a Pluralsight customer may issue a statement that its employees have skilled up by leveraging the Pluralsight platform to measure and develop their technical skills.

When using our trademarks, please follow these guidelines and any other terms that you may have in a separate agreement with us:

- Always use the proper spelling for Pluralsight trademarks; Pluralsight is one word and the S is not capitalized.
- Distinguish Pluralsight trademarks from the surrounding text in some way, such as capitalizing the first letter or the entire trademark, italicizing, or placing the mark in quotes. (Do make sure that our mark is not more prominent than your mark though.)
- Use Pluralsight trademarks only as adjectives, never as nouns or verbs, and never in the plural or possessive. (e.g., Correct: “Pluralsight Skills courses are excellent” or “Pluralsight Flow has been a gamechanger for our team”; Incorrect: “Pluralsight is an excellent educational platform” and “Pluralsight’s courses are very informative”).

- Use the generic term for the product or service following a Pluralsight trademark. For example: “Pluralsight tech workforce development company.”
- Use only approved Pluralsight artwork when using our logos (if you have permission to use our logos).
- Make only truthful and factual statements when referencing our company or using any Pluralsight trademarks.
- Acknowledge our ownership of the Pluralsight trademarks and logos with this statement:  
 “[Insert permissible mark(s)] [is/are] trademarks of Pluralsight, LLC and/or its affiliates in the U.S. and other countries.”

### **Prohibited Use**

Please avoid unauthorized and improper use of our trademarks:

- Don’t use any Pluralsight trademark or logo in any manner that may cause confusion; may imply a relationship or affiliation with, sponsorship, or endorsement by our company; or that can be reasonably interpreted to suggest a relationship or affiliation with, sponsorship, or endorsement by our company.
- Don’t adopt trademarks or logos that are confusingly similar to any Pluralsight trademark or logo.
- Don’t use any Pluralsight logo in any materials without our written permission.
- Don’t alter, adapt, modify, or otherwise change any Pluralsight trademarks or logos, such as through hyphenation, combination, abbreviation, or changes to typography, color, or styling. (We like our trademarks and logos as they are.)
- Don’t incorporate any Pluralsight trademark or logo into your own trademarks, product names, logos, or company names.
- Don’t copy or imitate our trade dress, including the look and feel of our web site, distinctive color

combinations, typography, designs, icons, or other imagery.

- Don't use or register Pluralsight's trademarks as or incorporate them in your social media account names or profiles.
- Don't register or use any domain name that incorporates any Pluralsight trademarks.

legal advice. Should you have any questions regarding your legal rights or obligations, please consult with your own attorney.

### **Difference Between Trade Names and Trademarks**

Trade names are the business names of companies, and are not the same as trademarks even though many companies use their trade name as a trademark. If you are using "Pluralsight" to refer to our company or as a substitute for "Pluralsight, LLC," you are using it as a trade name. As such, you may use "Pluralsight" in the possessive without a generic term with it. Also, when you are using "Pluralsight" to refer to our company, please type it with an initial capital "P." For example, "Pluralsight's latest course on cloud computing is outstanding!" is a permissible use of "Pluralsight" as a trade name.

When using Pluralsight as a trademark, where possible, you should use it in all caps, italicized, or in another distinctive manner and only as an adjective, never as a noun or verb, and never in the plural or possessive. For example, "Pluralsight Skills courses are excellent" or "Pluralsight Flow has been a gamechanger for our team" is a correct use of Pluralsight as a trademark, but "Pluralsight is an excellent educational platform" and "Pluralsight's courses are very informative" are samples of incorrect uses of Pluralsight as a trademark.

### **Contact Us**

If you have any questions about our trademarks or if you see that someone has used a Pluralsight trademark or logo improperly, you may contact us at [copyright@pluralsight.com](mailto:copyright@pluralsight.com). To request permission to use a Pluralsight trademark or logo, please contact us at [copyright@pluralsight.com](mailto:copyright@pluralsight.com).

Pluralsight reserves the right to modify or supplement this guideline at any time. Also, this is not intended to serve as