



1.008 Identifying & Reporting Infringement of PhotoBiz® Trademarks or Copyrights

Policy Purpose and Scope

The purpose of this policy is to assist PhotoBiz employees in identifying violations of its trademarks or copyrights. This policy also provides a procedure to report the violations.

Roles and Responsibilities

All PhotoBiz employees should be aware of its trademarks and copyrights. Employees should report potential infringement when they come across it in the course of their work.

Operational Procedures

PhotoBiz Trademarks

Currently, PhotoBiz has the following trademarks: 1) “PhotoBiz”, 2) “Passionate Support”, and 3) the PhotoBiz logo. PhotoBiz will most likely utilize additional trademarks in the future.

PhotoBiz Copyrights

All works of art and literature of PhotoBiz are protected by copyright. More specifically, PhotoBiz’s Flash website designs, the look and feel of the PhotoBiz corporate website, and the website source code are all protected by copyright. Textual examples include blogs and the knowledge base.

Reporting Potential Trademark or Copyright Infringement

In the course of your work, you may see infringing material. For instance, you may see a website, www.superphotobiz.com, that advertises a workshop called “Maximize Your PhotoBiz Website – Search Engine Optimization”. As you look into it, you discover the website owner is charging \$100 to attend and the seminar disseminates information from PhotoBiz’s SEO Corner blogs. In this case, both the domain name and the name of the seminar constitute trademark infringement. The reprinting of portions of the SEO Corner blog constitutes copyright infringement.

Please report this to Patrick@photobiz.com with the following information (if available) in the following format:

- 1) Contact person for the infringing website (typically the website owner), including a contact email or phone number.
- 2) Is the infringer a PhotoBiz customer? If yes, what is their customer number?
- 3) A link to the infringing materials (typically a website address).
- 4) A description of the infringement and any other relevant information.

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