

EXHIBIT C



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Guidelines for Third Party Use of Google Brand Features

Use of Google Brand Features

General Information

Although we'd like to accommodate all the requests we receive from users who want to add a touch of Google to their sites, we are passionate about protecting the reputation of our brand as an objective and fair provider of search results. That means we have to turn down many requests because sites imply that Google is endorsing them or is otherwise affiliated with them. The same applies if Google's trademarks, logos, web pages, screen shots, or other distinctive features ("Google Brand Features" or "Brand Features") are associated with objectionable material, as determined by Google.

These Brand Features can be used only pursuant to these Guidelines, our [Terms and Conditions](#), and for the specific purposes for which Google has given permission. If you have a written agreement with Google that specifically addresses how you may use its Brand Features, you don't need to go through the approval process here unless you want to do something other than what has been authorized in your existing agreement. Otherwise, the only time you can use Brand Features without advance written permission is if there is clear and express language on our website stating that you can use those Brand Features without first obtaining permission, such as is the case with our search boxes.

When you use any of our Brand Features, you must always follow the Rules for Proper Usage included in these Guidelines. In addition, Google may provide you with written requirements as to the size, typeface, colors, and other graphic characteristics of the Google Brand Features. If we provide these requirements to you at the time of our approval, you must implement them before using our Brand Features. If we provide these requirements to you after we initially gave our permission, you must implement them within a commercially reasonable timeframe.

Trademark Basics

What is a trademark?

A trademark is a word, name, symbol or device (or a combination thereof) that identifies the goods or services of a person or company and distinguishes them from the goods and services of others. A trademark assures consumers of consistent quality with respect to those goods or services and aids in their promotion.

Why is it important to use marks correctly?

Rights to a trademark can last indefinitely if the owner continues to use the mark to identify its goods and services. If trademarks are not used properly, they may be lost and one of the company's most important assets may lose all of its value. Rights may be lost not only because of a trademark owner's improper use of the mark, but through improper use of the trademark by the public.

Rules for Proper Usage

Things to do:

- If you are using a Google trademark, distinguish the trademark from the surrounding text in some way. Capitalize the first letter, capitalize or italicize the entire mark, place the mark in quotes, use a different type style or font for the mark than for the generic name.
- If you do not capitalize the entire mark, always spell and capitalize the trademark exactly as they are shown in the Google Trademarks and Suggested Accepted Generic Terms below.
- Use the trademark only as an adjective, never as a noun or verb, and never in the plural or possessive form.
- Use a generic term following the trademark, for example: GOOGLE search engine, Google search, GOOGLE web search.
- Use only Google-approved artwork when using Google's logos.
- If you are using a Google logo on a web page, there must exist a minimum spacing of 25 pixels between each side of the logo and other graphic or textual elements on your web page.
- Normally, an unregistered Google Brand Feature should be followed by the superscripted letters TM or SM to give notice that the company claims trademark rights in the term. A registered Google Brand Feature should be followed by the symbol ® to identify the term as a registered trademark. In advertising copy, notice of trademark rights may be provided in a footnote format – e.g., by placing an asterisk adjacent to the Google Brand Feature and placing an appropriate notice at the bottom of the page on which the asterisk appears. Example: *GOOGLE is a trademark of Google Inc.

Things You Can't Do

- One of the conditions for all uses is that you can't mess around with our marks. Only we get to do that. Don't remove, distort or alter any element of a Google Brand Feature. That includes modifying a Google trademark, for example, through hyphenation, combination or abbreviation, such as: Googliscious, Googlyoogly, GaGooglemania. Do not shorten, abbreviate, or create acronyms out of Google trademarks.
- Don't display a Google Brand Feature as the most prominent

element on your web page.

- Don't display a Google Brand Feature in any manner that implies a relationship or affiliation with, sponsorship, or endorsement by Google, or that can be reasonably interpreted to suggest editorial content has been authored by, or represents the views or opinions of Google or Google personnel.
- Don't display a Google Brand Feature on any web site that contains or displays adult content, promotes gambling, involves the sale of tobacco or alcohol to persons under twenty-one years of age, or otherwise violates applicable law.
- Don't display a Google Brand Feature in a manner that is in Google's sole opinion misleading, unfair, defamatory, infringing, libelous, disparaging, obscene or otherwise objectionable to Google.
- Don't display a Google Brand Feature on a site that violates any law or regulation.
- Don't frame or mirror any Google page (including the page that appears in response to a click on the Google logo or Google search box).
- Don't incorporate Google Brand Features into your own product name, service names, trademarks, logos, or company names.
- Don't copy or imitate Google's trade dress, including the look and feel of Google web design properties or Google brand packaging, distinctive color combinations, typography, graphic designs, product icons, or imagery associated with Google
- Don't adopt marks, logos, slogans, or designs that are confusingly similar to our Brand Features.
- Don't register Google trademarks as second-level domain names.
- Don't use Google trademarks in a way that suggests a common, descriptive, or generic meaning.
- Trademark rights vary from country to country. Some countries have severe criminal and civil penalties for improper use of the registration symbol. Therefore, don't use the registration symbol (®) in countries where the mark has not been registered.

If there is any question about usage, requests for clarification or permission may be submitted through the process outlined at: <http://www.google.com/permissions/>.

Google Trademarks and Suggested Accepted Generic Terms

The following are some of the trademarks owned by Google Inc. and the suggested generic terms for those trademarks.

- Aardvark™ question and answer service
- AdMob™ mobile advertising service

- AdSense for Content™ program
- AdSense for Domains™ program
- AdSense for Search™ program
- AdSense™ advertising service
- AdWords Authorized Resellers™ program
- AdWords Editor™ campaign management application
- AdWords™ advertising service
- Android™ mobile technology platform
- Blogger™ web publishing service
- Boomerang™ advertising service
- Broadcast Yourself™ service
- Chromium™ operating system
- CitizenTube™ channel
- Claim Your Content™ content monitoring tool
- Closure™ tools
- Connectcommerce™ affiliate network
- Dalvik™ virtual machine
- DART™ advertising service
- DFA™ advertising service
- DFP™ advertising service
- DoubleClick Ad Exchange™ program
- DoubleClick Rich Media Dynamic Ads™ advertisements
- DoubleClick Rich Media™ advertisements
- DoubleClick Studio™ tool
- DoubleClick™ advertising service
- Episodic™ online video platform
- Feedburner™ services
- Feedflare™ service
- Flix Cloud™ video transcoding service
- Flix Engine™ video-encoding SDK
- Gizmo5™ software
- Gmail™ webmail service
- Goog 411™ service
- Google Ad Manager For Advertisers™ advertising service
- Google Ad Network™ advertiser network
- Google AdSense™ advertising service

- Google Advertising Professionals™ program
- Google AdWords™ advertising service
- Google Agency Land™ portal
- Google Alerts™ email update service
- Google Analytics™ web analytics service
- Google Answers™ research service
- Google App Engine™ platform
- Google Apps Connector™ software
- Google Apps Directory Sync™ provisioning tool
- Google Apps Labs™ program
- Google Apps™ service
- Google Audio Ads™ advertisements
- Google Base™ online database
- Google Blogs™ blog search
- Google Blog™ weblog
- Google Books™ book search service
- Google Building Maker™ software
- Google Buzz™ service
- Google Calendar™ calendaring application
- Google Checkout™ payment and billing service
- Google Chrome Experiments™ website
- Google Chrome Extensions™ plug-ins
- Google Chrome Frame™ plug-in
- Google Chrome™ browser
- Google Cloud Print™ web printing service
- Google Co-Op™ platform
- Google Code Search™ search engine
- Google Code™ open source developer site
- Google Commerce Search™ service
- Google Compute™ feature
- Google Content Network™ service
- Google Conversion University™ program
- Google Custom Search™ service
- Google Dashboard widgets™ software
- Google Dashboard™ interface
- Google Data API™ protocol

- Google Desktop Search™ search tool
- Google Desktop™ searching software
- Google Diary™ product
- Google Dictionary™ service
- Google Directory™ web directory
- Google Discover Music™ search
- Google Docs™ program
- Google Earth™ mapping service
- Google Enterprise™ products
- Google Extensions™ for Firefox software
- Google Fast Flip™ service
- Google Fiber for Communities™ broadband network
- Google Fiber™ broadband service
- Google Finance™ financial information service
- Google Foundation™ non-profit organization
- Google Friend(s)™ newsletter
- Google Fusion Tables™ service
- Google Gadget Ads™ advertising format
- Google Gadget Center™ web page
- Google Gadgets™ software
- Google Gears™ software
- Google Goggles™ software
- Google Grants™ program
- Google Groups™ discussion forums
- Google Health™ program
- Google Image Swirl™ image search service
- Google Images™ search service
- Google Labs™ research division
- Google Latitude™ location service
- Google Listen™ software
- Google Local Listing Ads™ advertisements
- Google Location Alert™ service
- Google Location History™ service
- Google Location Service™ infrastructure
- Google Mail™ webmail service
- Google Maps™ mapping service

- Google Mars™ mapping service
- Google Merchant Center™ console
- Google Message Discovery™ email product
- Google Message Encryption™ email product
- Google Message Filtering™ email product
- Google Message Security™ email product
- Google Mini™ hardware
- Google Mobile Ads™ service
- Google Mobile Updater™ application
- Google Mobile™ wireless service
- Google Moderator™ program
- Google News Alerts™ service
- Google News Timeline™ service
- Google News™ news service
- Google Notebook™ tool
- Google Ocean™ mapping service
- Google Optimiseur d'Espace Publicitaire™ service
- Google Over IPv6™ service
- Google Pack™ software download service
- Google Page Creator™ tool
- Google Patent Search™ service
- Google Personalized Search™ service
- Google Places™ business listings
- Google Print Ads™ advertising program
- Google Product Search™ price comparison service
- Google Profiles™ service
- Google Public DNS™ DNS resolution service
- Google Reader™ feed reader
- Google Ride Finder™ taxi service
- Google Safe Browsing™ API
- Google Safesearch™ filtering service
- Google Scholar™ scholarly texts search
- Google Search Appliance™ hardware
- Google Sets™ set prediction service
- Google Shopping™ price comparison service
- Google Short Links™ shortcut service

- Google Sidebar™ software
- Google Sidewiki™ software
- Google Site Search™ service
- Google Sitemaps™ service
- Google Sites™ program
- Google Sky Map™ mapping service
- Google Sky™ program
- Google SMS™ mobile messaging service
- Google Social Search™ service
- Google Squared™ search
- Google Store™ online store
- Google Suggest™ suggestion service
- Google Sync™ syncing service
- Google Talk™ instant messaging service
- Google Tasks™ program
- Google Technology User Group™/GTUGS™ user groups
- Google Toolbar™ search bar
- Google Trader™ service
- Google Transit™ trip planning service
- Google Translate™ translation service
- Google Translator Toolkit™ tools
- Google Trends™ tool
- Google TV Ads™ advertising program
- Google TV™ platform
- Google Updater™ software
- Google US Government Search™ service
- Google Videos™ video search
- Google Voice™ communications service
- Google Wave™ program
- Google Web Accelerator™ software
- Google Web Alerts™ service
- Google Web Elements™ gadgets
- Google Web Search™ features
- Google Web Security™ for Enterprise product
- Google Web Toolkit™ open source Java software development framework

- Google Webmaster Central™ help site
- Google Website Optimizer™ tool
- Google Zeitgeist™ report
- Google Zümm™ service
- Google صد™ service
- Google अक्षांश™ location service
- Google 노트™ product
- Google 크롬™ browser
- Google ノートブック™ product
- Google バス™ service
- Google 定位™ location service
- Google 日本語入力™ input system
- Google 瀏覽器™ browser
- Google 热榜™ service
- Google 笔记本™ product
- Google 网站导航™ product
- Google 问答™ feature
- Google.Org™ program
- Google™ search or search engine
- Googleモバイル 検索メール™ product
- Grandcentral™ communications service
- Hantro™ file format
- Hlášky Google™ service
- I'm Feeling Lucky™ search service
- iGoogle™ personalized homepage
- Jaiku™ service
- Joga™ online community
- Keyhole™ mapping service
- Knol Collections™ service
- Knol™ project
- Liquid Galaxy™ demo booth
- Listen In™ feature
- Mediavisor™ advertising service

- Motif™ add-on
- Nexus One™ mobile telephone
- O3D™ API
- On2™ video compression products
- One Number...For Life™ service
- Open Handset Alliance™ business alliance
- Orkut™ online community
- Pagerank™ algorithm
- Panoramio™ photo-sharing community
- Picasa Web Albums™ program
- Picasa™ photo organizing software
- Picnik™ online photo editing service
- Postini™ email solutions
- RechargeIT™ Google.org car program
- reMail™ mobile application
- Ringshare™ feature
- Sketchup™ sketching software
- SPDY™ protocol
- Tattertools™ software
- Textcube™ service
- Universal Search™ vision
- Urchin™ web analytics service
- Vark™ question and answer service
- Vocito™ desktop user interface
- VP6™ video codec
- VP8™ video codec
- Wenwendada™ service
- Wonder Wheel™ search feature
- Współrzędne Google™ location service
- YouTube Direct™ service
- YouTube Screening Room™ program
- YouTube XL™ service
- YouTube™ video community
- Zingku™ service
- Живая лента Google™ service
- 出口易™ product

- 来吧™ product
- 生活搜索™ product
- 谷歌字典™ service
- 谷歌搜索联盟™ feature
- 谷歌来吧™ product
- 谷歌浏览器™ browser
- 谷歌热榜™ service
- 谷歌生活搜索™ product
- 谷歌短信提醒™ service

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