



Our trademark guidelines

You may use Whooshh trademarks (but not logos or taglines) to identify Whooshh products, services, and programs on packaging, promotional, and advertising materials, provided you meet the following guidelines:

1. You may not include any Whooshh trademark in your company name, product or service name, or domain name.
2. You may not include any Whooshh trademark in your social media account name, page(s) or community, without written authorization from Whooshh, except to describe the purpose for example by referring to the Whooshh product name ("Whooshh™ Passage Portal™," for example).
3. You may not include any Whooshh logo or product icon design, whole or in part, in your company logo, your product logo, your app launch tile image, in your software product or service or in your social media account, page(s) or community images without a prior written license from Whooshh.
4. You should use an appropriate generic term after a Whooshh trademark the first time it appears in a publication and as often as possible after that.
5. Your product name may not be confusingly similar to any Whooshh trademark.
6. You may not use any Whooshh trademark on or in connection with any obscene or pornographic materials, and your use of any Whooshh trademark may not be disparaging, defamatory, or libelous to Whooshh, any of its products, or any person or entity.
7. You may not use Whooshh trademarks in any manner that directly or indirectly expresses or implies Whooshh sponsorship, affiliation, certification, approval, or endorsement in relation to your product or service or in such a manner that it appears that Whooshh is legally associated with your company.
8. You may not use any Whooshh trademark, including web logos or any other Whooshh logo trademark, on or in connection with a website that provides download links for a fee (whether directly or indirectly via a subscription model or the like) for any Whooshh product or service, without the express written permission of Whooshh.
9. A Whooshh trademark may not be the most prominent visual element on packaging, a download page, app store marketing, or other marketing materials for your product or service. Your company name or logo, your product or service name, and your graphic identity should be significantly larger than any Whooshh trademark.
10. If you refer to a Whooshh product, you should use the full name of the product in the first and most prominent reference ("Whooshh™ Passage Portal™", for example). When using a Whooshh trademark, mark it with a ™ or ® as shown in the list of Whooshh trademarks below.
11. You may not shorten, abbreviate, or modify any Whooshh trademark. Always spell out and capitalize Whooshh trademarks exactly as they appear in the list of Whooshh trademarks below.
12. You should include the following trademark attribution statement: "[List of marks used, with 'Whooshh' first, if used, followed by other Whooshh marks used, in alphabetical order] are either registered trademarks or trademarks of Whooshh in the United States and/or other countries."
13. You should follow the basic rules for proper trademark use. See the following examples:

Trademarks are not verbs.

Correct: The fish migrated by using the Whooshh™ Passage Portal™ system.



Incorrect: The fish was Whooshhed.

Trademarks are not nouns.

Correct: The product is shaped like a fish.

Incorrect: The Whooshh looks like a cannon.

Always capitalize and use trademarks in their correct form.

Correct: The fish was able to migrate with the Whooshh™ Passage Portal™ system.

Incorrect: The fish was whooshhed.

Incorrect: The fish was Whooshhed.

Incorrect: The fish was FishL Recognized™.

Trademarks must never be used as slang terms.

Correct: Those who use Whooshh™ Passage Portal™ systems to help fish see their work as an elegant solution to the climate change crisis.

Incorrect: A whooshher believes speed is required to fish climate change .

Incorrect: My work is whooshhing.

Trademarks must never be used in possessive form.

Correct: The new features in Whooshh™ FishLRecognition™ software are impressive.

Incorrect: FishLRecongnition's new features are impressive.

Trademarks are proper adjectives and should be followed by the generic terms they describe.

Correct: The image was captured using Whooshh™ FishLRecognition™ software.

Incorrect: The image was using FishLRecognition™.

Trademarks must never be abbreviated.

Correct: Take a look at the new features in the Whooshh™ Passage Portal™ software.

Incorrect: Take a look at the new features in WPP.

The trademark owner should be identified whenever possible.

Whooshh, Salmon Cannon and Passage Portal are either registered trademarks or trademarks of Whooshh Innovations Inc. in the United States and/or other countries.

All other requests require written permission. If other permission is required, please send an email to marketing@whooshh.com. Allow up to two weeks for your request to be processed.

List of Whooshh trademarks

For your reference, here is a list of Whooshh trademarks:



Whooshh®, Whooshh Innovations™, Salmon Cannon®; Whooshh Fish Transport System™; FiletFlyer™; Tuber™; RescueRouter™; BroodMaker™; DiveGuide™; PassagePortal™; PassagePortal™ – Model L; PassagePortal™ – Model F; SP Fishway™; FishRecognition™; Elverator™; Switchback™; Selector™; FishCradle™; GateKeeper™; Lampway™; ASP Fishway™; FlowGuidance™; NightFlight™; eGuidance™; DroneFerry™; Guardian™; PCH™ (Passage Control House); RAP™ (Reservoir Adaptive Platform); FIN (Fish Innovation Network).

Logos

Unless you are licensed by Whooshh under a specific licensing program agreement or equivalent authorization, use of Whooshh logos, such as the Whooshh corporate logo or a Whooshh product logo, is not allowed. You may qualify for use of certain logos under the programs offered through the Fish Innovation Network. You may refer to a Whooshh product as described in these general trademark guidelines.

Use of Whooshh trademarks in titles of publications, conferences, and seminars

Whooshh trademarks may be used in the titles of publications, conferences and seminars that provide in-depth training on Whooshh products or technology beyond that available from Whooshh product tutorials, training and reference material. Publishers of such publications and hosts of such conferences or seminars do not need to obtain further permission from Whooshh if the use of Whooshh trademarks complies with all of the following requirements:

1. The subject of the publication, conference or seminar should be the specific Whooshh product, service or technology to which the title refers.
2. The Whooshh trademarks may not appear larger or more prominent than the rest of the full publication, conference or seminar title, and your name or logo should be displayed more prominently on the cover of the publication and in all materials related to the conference or seminar.
3. The Whooshh trademarks may not be used in the stylized form used by Whooshh, and no Whooshh logos, taglines, or Whooshh product imagery may be used on your publication's cover or your publication, conference or seminar's website, advertising, or promotional material, without express written permission from Whooshh.
4. You may not use an Whooshh trademark in the domain name of your publication, conference or seminar website without a written license or equivalent authorization from Whooshh.
5. You may not shorten or abbreviate any of Whooshh's trademarks. Always spell and capitalize Whooshh's trademarks exactly as they appear in list of Whooshh trademarks
6. You must include the following trademark attribution statement: "[List of marks used, with 'Whooshh' first, if used, followed by other Whooshh marks used, in alphabetical order] are either registered trademarks or trademarks of Whooshh in the United States and/or other countries."
7. You must include a conspicuous disclaimer, preferably on the front or back cover of your publication, but at a minimum, it must appear on the copyright page of the publication, or on the website of your conference or seminar, and state in all capital letters: THIS PRODUCT [*or TITLE OF PUBLICATION, CONFERENCE or SEMINAR*] IS NOT AUTHORIZED, ENDORSED OR SPONSORED BY WHOOSH, PUBLISHER OF [INSERT WHOOSH PRODUCT NAME(S)].



8. There should be nothing else in the use of Whooshh trademarks or in the circumstances that would lead consumers to believe there is an association with, or endorsement by, Whooshh that does not exist, and the Whooshh trademarks should be used only to refer to the Whooshh products that are the subject of the publication, conference or seminar.

Proper use of the SalmonCannon trademark

Trademarks help protect corporate and product identity, and the SalmonCannon trademark is one of Whooshh's most valuable trademarks. By following these guidelines, you can help Whooshh protect the SalmonCannon brand name.

You must never use the SalmonCannon trademark as a common verb ("to salmoncannon a fish," as an example of such incorrect use) or as a noun. Since SalmonCannon is a trademark, you should always use it as an adjective only to describe the Whooshh products associated with the SalmonCannon brand. And you should always use the SalmonCannon trademark with an initial capital letter "S." . Please see the examples of the proper use of the SalmonCannon trademark in the "General trademark guidelines " section above.