



Technical Support Alliance Network

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## **TSANet Inc PRESS POLICY**

Being a member of TSANet projects an image that your company is customer oriented and willing to solve multivendor customer problems by communicating with both competitors and partners in the computer industry. As a member, you are encouraged to market your company's membership in TSANet. Marketing your company's membership in TSANet can take several forms, including use of the TSANet logo and other press activities.

Any press-related activities done with reference to TSANet should be done for the benefit of TSANet and its member companies. Although we encourage TSANet's promotion by individual companies, the promotion of TSANet's membership should not and will not be granted when used for specific individual gain by one company if it conflicts with TSANet's mission of industry cooperation.

TSANet has established a press policy that member companies **must** follow. These guidelines are established to maintain unity and consistency among member companies. Although the policy is neither lengthy nor complicated, it is strictly enforced. Violation of this policy can result in suspension from TSANet.

- Members must follow the guidelines published in the TSANet Trademark Usage Guide and the TSANet Code of Conduct (the "TSANet Member Code").
- All Press Releases and or announcements that refer or reference involvement or participation in TSANet and/or TSANet activities must be approved in writing by the TSANet Marketing Committee or TSANet staff at TSANet headquarters. The TSANet staff may be required to obtain prior approval from the Marketing Committee before release.
- References to specific product(s) use of TSANet headquarters or by TSANet members is prohibited without prior TSANet approval.
- The President of TSANet or such other person that TSANet may designate, is the only authorized spokesperson for TSANet and activities involving use of the TSANet trademark. All announcements about TSANet and its policies and activities will be made by TSANet.
- Unless previously authorized by the President or such other person that TSANet may designate, member companies may not publicize the use of (temporary or permanent) any equipment, products, machines (hardware, software, etc.) donated to or purchased by TSANet.

As a member in TSANet, you also agree that TSANet may use a member's name and logo in accordance with the TSANet Code of Conduct. TSANet will promote your membership in the organization in accordance with the TSANet Member Code.