

# FANSITE GUIDELINES

## SECOND LIFE TRADEMARK USAGE POLICY FOR FANSITES

Thank you for your interest in operating a Second Life fansite or affiliate website! This policy statement describes the usage guidelines for the “Second Life” name and logo and other marks and intellectual property of Linden Research, Inc. (“Linden Lab”).

A “Fansite” is a website created and maintained by residents or other devotees of Second Life, with content primarily focused on some aspect of Second Life.

The requirements for trademark usage differs slightly between Fansites and further differs between Commercial Fansites, which are Fansites that charge any access fee or offer goods or services for any fee or other consideration, and Noncommercial Fansites, which are Fansites that have no commercial purpose (with limited exception for advertising revenue from advertisements that comprise a minority of the content available on the website).

## USE OF SECOND LIFE MARKS

While you are in full compliance with the usage guidelines described here, you may use the “Second Life” name on your website, as well as the related logos and graphics available at Toolkit, solely in the form described there. Additionally, you may use screenshots from Second Life to the extent that Linden Lab has the right to authorize use of the content within such screenshot, including screenshots of Linden in-world objects and Linden avatars, subject to these usage guidelines.

## REQUIREMENTS

### COMMON REQUIREMENTS

**Required Trademark and Copyright Information.** You must include the following information on your website: “Second Life® and Linden Lab® are trademarks or registered trademarks of Linden Research, Inc. All rights reserved. No infringement is intended.”

**No Title.** You acknowledge and agree that no title or any other form of ownership to any intellectual property of Linden Lab has been or will be transferred to you.

**Compliance with Policy.** You agree to comply with this usage policy as currently stated and as may be amended from time to time in the sole discretion of Linden Lab, and that Linden Lab is the sole and final arbiter of interpretation of this policy.

**Compliance with Laws.** You may not use our name, logos or other marks or intellectual property in any manner, or in connection with any enterprise or purpose, that is in violation of applicable laws.

**Intellectual Property Rights of Second Life Residents.** Users of Second Life, also known as “Residents,” have intellectual property rights in certain content they create in Second Life. Linden Lab does not license to you any intellectual property rights of Residents in these usage guidelines. You agree to comply with applicable trademark and copyright laws with respect to any usage of content created by Residents or other third parties.

**Domain Names.** You agree to refrain from using any domain name that closely mimics our proprietary domains, including secondlife.com and lindenlab.com.

### ADDITIONAL REQUIREMENTS FOR COMMERCIAL AND NONCOMMERCIAL FANSITES

**Avoid Confusion.** You agree to include some manner of designation within the website masthead or other prominent placement on the home page that indicates that the site is not owned or operated by Second Life or Linden Lab. Appropriate designations may include “fansite,” “unofficial site,” “unauthorized site,” and the like - any questions regarding appropriate designation may be directed to a Community Manager at Linden Lab.

### ADDITIONAL REQUIREMENTS FOR COMMERCIAL FANSITES

**No Branding.** You may not use the Linden Lab or Second Life name, or the “Hand” logo, within your masthead or other primary branding for your website.

**No Sale of Goods or Services.** You may not use the Linden Lab or Second Life name, logos or other marks on any goods or services offered for sale on your website, whether physical, digital or virtual.

**Screenshot Limitations.** You may not use screenshots containing Linden avatars or objects or any comments or writings by Linden employees in any manner that may be construed as promotion of the sale of goods and services on your website.

**No Derogation.** You may not use the Second Life name, logos or other marks or intellectual property of Linden Lab in any manner that Linden Lab considers derogatory to Second Life or Linden Lab.

## FAQ

### 1. Do I need a written license agreement to use Second Life marks as described here?

*If you are in full compliance with these usage guidelines, you do not need an additional license agreement to use the Second Life name, marks and logos as described here.*

### 2. Why do Commercial Fansites have different requirements from Noncommercial Fansites?

*We support and encourage the creativity and free speech of our Residents. However, we must reserve the right to restrict use of our intellectual property for commercial purposes.*

### 3. How does this policy affect Resident use of Second Life name and logos in-world?

*Activities in-world are governed by our Terms of Service, available at <http://secondlife.com/corporate/tos.php>, and these usage guidelines for websites do not modify those Terms of Service in any manner.*

### 4. Can I create stories, graphics, movies and machinima, and other “fan art” using Second Life names and logos?

*Linden Lab encourages the creation of fan art, and will generally permit the use of Linden Lab and Second Life names and logos in noncommercial projects for personal use. Please remember that other Residents have intellectual property rights in content available in-world, and you should comply with applicable copyright and trademark laws.*

## QUESTIONS?

### Call us!

1 (800) 961-6851  
Monday thru Friday, 9am-6pm PST.

