

API Naming and Advertising Restrictions

1. You may not use "Bill.com" in the name or branding of any Integrated Applications, or in Your own name or trade name.
2. You may not use "Bill.com" in any domain name or other internet addressing signifier.
3. You may not bid on "Bill.com" as a key word from a search company.
4. You may make truthful, factual references to the Bill.com Service in plain-text prose descriptions of application features and benefits (including references to the interoperability of the Integrated Application with the Bill.com Service). If You use the Bill.com trademark in relation to the Integrated Application's branding, packaging, titles and the like, You must use it exactly as shown below:

"Name or Logo of Integrated Application"

Then, separated by at least one clear line of space which is the same height as Your name or logo, You may display one of the approved phrase "Bill.com Connected" in accordance with restrictions 5 through 7 below:

Phrases must be used exactly as shown. Any modifications or variations of these phrases must be approved in advance in writing by Bill.com. Any and all audio promotion/material, as well as print/visual, must conform to these approved phrases.

5. All such approved phrases in #4 above must always appear in plain text, and must not be displayed in the same typestyle as Bill.com uses for its Bill.com logo, nor in typestyles which are very similar thereto, nor in any other stylized typeface.
6. All such approved phrases in #4 must be at least 50% smaller than the Integrated Product's name/logo in all allowed materials, including packaging.
7. All such approved phrases in #4 cannot be integrated into, or be any part of, any composite/compound logo, mark or title for the Integrated Application's name, brand or trade name. Your branding and packaging design may not copy, mimic or be confusing similar to the distinctive trade dress used by Bill.com for its own products and services.
8. In all materials that contain an approved phrase as set out in #4 above, including product packaging, the following legend must also be placed in the fine print of such materials. The legend may be in a small type size, but must still be legible: "Bill.com is a trademark of Bill.com, Inc."
9. In Your text materials, You may use only advertising and marketing copy that is provided by Bill.com or approved by Bill.com in writing in advance.

Dated: December 18, 2009

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