

Guide to SkillSoft Terminology and Trademarks

This document is designed to help you understand the proper use of SkillSoft trademarks and other terminology. This is not designed to be an exhaustive list of our trademarks. While it's not essential the "TM" and "®" be used in every document, care should be taken when creating documents that will be distributed outside of the company.

General SkillSoft legal disclaimer

SkillSoft, the SkillSoft logo, SkillPort, Search-and-Learn, SkillChoice, Books24x7, ITPro, BusinessPro, OfficeEssentials, GovEssentials, EngineeringPro, FinancePro, AnalystPerspectives, ExecSummaries, ExecBlueprints, Express Guide and Dialogue are trademarks or registered trademarks of SkillSoft PLC in the United States and certain other countries. All other trademarks are the property of their respective owners, countries.

Trademark Usage Guidelines

Trademarks should be used with the appropriate symbol in first or most prominent usage in a document. This includes RFPs and other text documents. For longer documents, symbols should be sprinkled throughout. A rule of thumb is to use the symbol once every three to five pages. Trademark names should be used as an adjective whenever possible (example: Express Guide Manuals or SkillPort learning management system), always in the first usage. It can be awkward to use the adjective form repeatedly, so it is acceptable to change to the noun form once the usage has been established. For instance, once you have established that SkillPort is a learning management system, you may call it SkillPort from then on. The list below shows the appropriate adjective form of the name and the appropriate trademark symbol.

Using TM indicates to the world that we are intending to protect that word or phrase as our property, and use of [®] indicates that it is in fact already registered as a trademark. If we fail to use the marks regularly, or we use trademarked words incorrectly (always used as nouns, for instance), we will lose ability to protect the word. If we are challenged by another company, we would need to provide evidence that we have been using the mark correctly in public for some period of time. If our usage is improper, we may lose our ability to make that claim.

Care should also be taken in using other company names and their respective products. For instance, rather than referring to Word, we should refer to Microsoft[®] Word[®]. Some companies are more sensitive about this than others. The Project Management Institute, for instance, is very strict about the usage of their marks.

Use of Legal Disclaimer

In all external collateral (brochures, datasheets, etc.) and press releases, the legal disclaimer text should be included. If the particular piece does not reference some of the products, it is acceptable to shorten it to include only the product names that are included. The year/date in the first line should be the same as the year you are producing the document.



SkillSoft Terminology and Trademarks

SkillSoft

- As company name does not require ®
- As product name use ® (SkillSoft® Dialogue™)
- Correct logo includes ®
- Capital S and S
- Do not refer to SkillSoft by stock symbol (SKIL)

SkillPort®

- SkillPort® learning management system
- Capital S and P
- SkillPort® Advanced Reporting Module
- SkillPort® Instructor Led Training Module

SkillChoice™

- SkillChoice™ solutions
- Capital S and C
- The four versions of SkillChoice are:
 - SkillChoice™ Complete
 - SkillChoice™ IT
 - SkillChoice™ Business
 - SkillChoice™ Desktop
 - (Note that ™ comes after SkillChoice, not modifier)

Search-and-Learn®

- Search-and-Learn® technology
- Always use the hyphens around 'and'
- Capital S and L

SkillSoft® Dialogue™

- SkillSoft Dialogue™ virtual classroom
- Use two words together (SkillSoft and Dialogue) in initial and prominent usage; OK to use Dialogue alone after that
- Dialogue Live, Dialogue Design and Dialogue Resource do not require an additional ™

Express Guide®

- Express Guide™ manuals
- NOT Express Guides™ if you can manage to avoid it

SkillSoft Courseware Collections

- Correct terminology when referring to full course collections:
 - SkillSoft Business Skills Courseware Collection
 - SkillSoft IT Skills Courseware Collection
 - SkillSoft Desktop Skills Courseware Collection
- Use of ™ not required
- SkillSoft Compliance Solution includes Legal Compliance Courseware Collection, Federal Government Compliance Series, Environmental Safety and Health Courseware Collection.
- Business Exploration Series



SkillSoft® KnowledgeCenter™ Portals

- KnowledgeCenters or a KnowledgeCenter are both acceptable
- Capital K and C
- Proper names of KnowledgeCenters are:
 - Six Sigma KnowledgeCenter™
 - Oracle KnowledgeCenter™
 - Microsoft® Office KnowledgeCenter™
 - Microsoft® MCSE and MCSA KnowledgeCenter™
 - Cisco KnowledgeCenter™
 - Call Center KnowledgeCenter™
 - IT Security KnowledgeCenter™
 - Java KnowledgeCenter™
 - Visual Basic KnowledgeCenter™
 - Project Management KnowledgeCenter™
 - Leadership KnowledgeCenter™
 - C# KnowledgeCenter™
 - Management KnowledgeCenter™
 - Sales KnowledgeCenter™
 - Finance/Accounting KnowledgeCenter™
 - HR KnowledgeCenter™
 - Professional Foundations KnowledgeCenter™
- KnowledgeCenter Editor should not be referred to as Editor in any reference.

SkillSoft Live Learning

- After the first reference it is ok to refer to the product as Live Learning

Leadership Development Channel

- QuickTalks (one word, capital Q and T)
- Live Executive Leadership Series Events

SkillStudio®

- Capital S and S

Open Learning Services Architecture (OLSA)

- Using OLSA in the second reference, and after, is ok
- SkillSoft Portlets

Customer Content Publishing Solution

- SkillSoft Compatibility Toolkit
- SkillSoft Publisher

Books24x7®

- Books24x7 should always be used as the product name
- Books24x7 should always be treated as a single word without any spaces
- The first occurrence of Books24x7 in text should always include the registered trademark symbol, ®



ITPro™

- Treated as a single word
- Uses capitalization for I, T and P

BusinessPro™

- Treated as a single word
- Uses capitalization for B and P

OfficeEssentials™

- Treated as a single word
- Uses capitalization for O and E

GovEssentials™

- Treated as a single word
- Uses the capitalization of G and E

FinancePro™

- Treated as a single word
- Capitalize F and P

AnalystPerspectives™

- Treated as a single word
- Capitalize A and P

ElémentsEssentielsFrançais®

- Translated: French Essentials
- Treated as a single word
- Capitalize E, E and F
- Include the R after the word

EngineeringPro™

- Treated as a single word
- Capitalize E and P

ExecBlueprints™

- Treated as a single word
- Capitalize E and B

ExecSuite™

- Treated as a single word
- Capitalize E and S

ExecSummaries™

- Treated as a single word
- Capitalize E and S

HospitalityPro™

- Treated as a single word
- Capitalize H and P



ITIL® powered by Books24x7

- ITIL should always include an ®
- ITIL ® is not registered to SkillSoft

ManagerSuite™

- Treated as a single word
- Capitalize M and S

Well-BeingEssentials™

- Treated as a single word
- Hyphenate Well-Being
- Capitalize W, B and E

Chapters to Go™

- Proper spelling of the feature has a capital C and G, with the TM after the phrase

Books24x7 On The Go™

- Proper spelling of the feature has a capital O, T and G, with the TM after the phrase

Additional terms of interest:

e-Learning

When you use the word e-learning, and it is not starting a sentence, do NOT capitalize the "l." The exception is when the word is being used to start a sentence or within a title that is using initial-cap for all words. In that case the proper form is "e-Learning."

Acronyms

It is easy to get into the habit of using acronyms in place of full product names. This is OK in internal memos, but when communicating externally you should limit the use of most acronyms. When you are writing about Blended Learning Toolkits, for instance, you should initially refer to: Blended Learning Toolkits (BLTs); the same with the Course Customization Toolkit (CCT). Do not assume that people will know what you are talking about.