

Rules of Conduct

The DMTF is a not-for-profit, vendor-neutral collaborative body that is leading the development, adoption and unification of management standards and initiatives for desktop, enterprise and Internet environments. Working with key technology vendors and affiliated standards groups, the DMTF is enabling a more integrated, cost effective, and less crisis-driven approach to management through interoperable management solutions. Membership in the DMTF requires compliance with these Rules of Conduct.

1. General

An important DMTF objective is also to position its members as leaders in the management community. The following member guidelines will help the DMTF to supply its members with quality public relations opportunities while strengthening, clarifying, and protecting DMTF initiatives, specifications, and standards.

2. Content

Scope and Focus of DMTF Communications

DMTF news releases, statements, presentations, and speeches will be focused on the following subjects:

- initiatives of the DMTF
- strategies, business models, standards and operational guidelines that advance the state of the art in enterprise management
- member best practices
- new member and alliance announcements

Anti-Trust Considerations in Connection with DMTF Activities

The DMTF and each member, in connection with the activities of the DMTF, shall comply with applicable anti-trust laws and regulations. Failure to do so may result in termination of membership.

Under US law, cooperation among members is generally appropriate where it assists in the creation of a new product or a new market, or otherwise promotes competition, and participation is open to any DMTF member.

Members that are in competing businesses shall not engage in discussions that violate the antitrust laws of the United States, any State, and/or other applicable jurisdictions. Under US federal law, they must refrain from:

- price- fixing discussions
- allocating customers
- dividing up markets

(This policy statement is not intended as legal advice. Members with specific questions or concerns should alert the DMTF Board to enable consultation, as appropriate, with DMTF legal counsel).

Intellectual Property Policy

Patents:

All members shall follow the Patent Policy.

Copyright:

•Members' oral and written inputs, editorial work, and technical submittals ("Contributions") to DMTF shall be unrestricted. No information in a Contribution is confidential, and DMTF may freely disclose any information in the Contribution, if adopted and made a part of a Specification or other output approved for publication in accordance with DMTF policies and procedures. It is the responsibility of each contributor to determine that a proposed contribution can be made, consistent with any claimed or known limitations.

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●To the extent that a Contribution is subject to copyright by parties that are not Contributors, the submitter(s) must provide DMTF with a signed "Copyright License Grant" from each such copyright owner, as follows:

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Trademarks

●Trademarks or service marks that are not owned by DMTF shall not be used by DMTF, except as may be contractually required or otherwise approved by the DMTF Board of Directors and DMTF Legal Counsel, to refer to work conducted at DMTF, including the use in the name of a DMTF Technical Committee, a DMTF Specification, or material incorporated into such a work.

●No DMTF member may use a DMTF trademark or service mark in connection with a DMTF Specification, work group, technical committee or otherwise, except in compliance with the license and usage guidelines of the DMTF Board of Directors.

Member Sales to Other Members in Connection with DMTF Activities

During DMTF meetings, members should not make unsolicited sales presentations. DMTF members shall not use DMTF email aliases for non-DMTF business. During DMTF meetings, member sales activities will occur at the invitation of the DMTF and will be restricted to specific times, functions, and areas.

3. Communications

DMTF Communications

All communications generated by the DMTF will follow the DMTF Press Release Procedures. When referencing members in new releases, interviews and speeches, the DMTF will observe the following protocol:

1. Listings

Members will be listed in alphabetical order within each listing group. A group may consist of general members, specific committees, etc.

2. Quotations and Editor Interviews

Members of the DMTF Executive Committee, including the Chairman, President, Vice-President of Marketing, and Vice-President of Technology, are the designated primary spokespeople for providing quotes and interviews to industry press and analysts on behalf of the DMTF. Other DMTF members may be asked to participate in communications with the media on behalf of the DMTF depending on the information or expertise required for the quote or interview.

The DMTF reserves the right to quote members' written technical contributions.

3. Member Communications

Any public (i.e. outside of the member companies) communication by a member on behalf of the DMTF or uses DMTF trade or service marks, must be approved in writing by the DMTF Board prior to release. The DMTF will respond within three business days to such requests where possible. To ensure accuracy, the DMTF reserves the right to require changes to such communications. Members receive a license to use the marks for the member's promotional activities and any member should be able to issue public communication about its own involvement or plans regarding DMTF materials without the consent of the DMTF.

Exceptions to this are all "approved for member use" DMTF materials. These include descriptions of Common Information Model (CIM), Web Based Enterprise Management (WBEM), Directory Enabled Network (DEN), Desktop Management Interface (DMI) and other concepts that members may use in explaining the DMTF and its services. Members receive a copyright license to use this material in an authorized manner.

All materials, including but not limited to documents, mofs, mifs, presentations, and schemas currently in development within the DMTF, including work in progress by DMTF working groups, that has not yet been approved as standards by the DMTF, can not be exposed, distributed, communicated, or published external to the DMTF, without prior approval by the DMTF Board.

Use of the DMTF materials in internal-use-only publications of member companies does not require DMTF approval, and is in fact encouraged.

4. Inaccurate Information

If inaccurate information is published or broadcast concerning the DMTF, its intellectual property, or its relationships, the DMTF may act to clarify its position. This will protect the intellectual property of the DMTF from misrepresentation or dilution, and will make all of our efforts more effective in shaping the future of the management industry.

4. Approvals

Please send requests for approval of DMTF-related communications to the DMTF's PR firm, at press@dmf.org.