

Lavasoft Search Engine Marketing Policy For Affiliates & Resellers

Trademarked Terms:

Ad-Aware
Lavasoft

Example:

Title: Ad-Aware from Lavasoft

Description 1: New Ad-Aware 2008 Edition.

Description 2: Official US store. Download now!

Display URL: www.Lavasoft.com

1 Lavasoft Trademarks in Search Advertisements - General

1.1 Use of Lavasoft's trademarks in search advertisements must follow the guidelines set forth in Lavasoft's brand name guidelines.

Example: the word "Lavasoft" must always be spelled as per the corporate guidelines in the title, text and the landing page.

2 Bidded Terms

2.1 It is permissible to bid on Lavasoft's trademarked terms to advertise authorized Lavasoft products

2.2 It is permissible to bid on misspellings (e.g. Lava Soft or Adavare) of Lavasoft's trademarked terms to advertise authorized Lavasoft products. However, the misspelling may not be repeated in ad title/text nor landing pages.

2.3 It is permissible to bid on generic terms (e.g. anti-spyware, antivirus) to advertise authorized Lavasoft products.

2.4 It is permissible to bid on Lavasoft's trademarked terms when combined with a generic term to advertise authorized Lavasoft products.

3 Bid Amounts

3.1 It is permissible to bid to all positions except #1 on any term, per section 2.1 through 2.4 above, to advertise authorized Lavasoft products

(Google's "position preference" feature automates this requirement)

<http://adwords.google.com/support/bin/answer.py?answer=31788>

4 Title and Text

4.1 It is permissible to use Lavasoft's trademarked terms in the title and text to advertise authorized Lavasoft products.

4.2 It is not permissible to use any misspelling of Lavasoft's trademarked names in ad title or text (however, it is acceptable to bid on these terms: see section 2.2).

4.3 It is not permissible to use the phrase "official site" in ad title and text.

Example: "Download Lavasoft's Ad-Aware 2008 - Official Site".

4.4 It is permissible to use the phrase "authorized site" in ad title and text.

Example: "Download Lavasoft's Ad-Aware- Authorized Site".

5 Display URL

5.1 It is permissible to use Lavasoft trademarks in the sub directory of the display URL in your advertisements.

Example: www.AffiliateSite.com/Lavasoft

5.2 It is permissible to use Lavasoft trademarks in the sub domain of the display URL in your advertisements

	Example: www.Lavasoft.AffiliateSite.com
5.3	It is not permissible to use the following domains for the display URL in your advertisements
	www.Lavasoft.com
	www.Lavasoft.com/AffiliateSite
	www.Lavasoft.com/country
	www.country.Lavasoft.com
	www.Lavasoftstore.com/country
	www.country.Lavasoftstore.com
	shop.digitalriver.com
	shop.Lavasoft.com
	shopLavasoft.com
6	Landing Page and Display Ads
6.1	The landing page promoting/selling authorized Lavasoft products must only offer the products in the currency of the country in which the search ad appeared.
	Examples: advertisements displayed on Google Brazil must land on a page that quotes prices in Brazilian Real and accepts the Real as currency. Not acceptable: an ad on Google Australia that drives to a US-based page selling Lavasoft products in US\$.
6.2	Ads displayed must also be written in native language