

FHIR Trademark FAQs

When do I need to apply for a HL7 FHIR trademark license?

You need a community use or product license whenever you want to use the FHIR trademarks to promote a product (software or swag handout), event (such as a hackathon or conference), or service (such as consulting or training). You also need a license if you want to use the word FHIR in a product name, domain, social media handle, blog name or web page title (other than those associated directly with HL7). You don't need a license when you wish to refer to one of the FHIR trademarks (word mark or Flame Image) in a factual matter (descriptive fair use) or as a reference to FHIR content posted on the www.HL7.org or www.fhir.org websites (nominative fair use) – as long as you don't imply endorsement by or affiliation with HL7.

What's the preferred form for referring to the HL7 FHIR wordmark?

The preferred usage, at least for the first reference, is “HL7® FHIR®”.

I'm giving a public presentation that refers to the HL7 FHIR standard. Can I use the FHIR logo on my slides?

You can use it without extra permission as long as you're simply referring to or describing FHIR for informational purposes. But you can't make promotional product or service claims about FHIR without a community use or product license.

I'd like to provide a link to the HL7 FHIR website from my corporate website using the FHIR logo. Do I need a license?

No. You can use the FHIR word mark or flame logo mark as the click link.

What about when I'm writing about HL7 FHIR on my blog or in a white paper or brochure?

It's considered “fair use” to use the FHIR marks to describe FHIR in a purely informational way, as for news reporting. But you need permission to include the mark in the name of your blog.

Once I get a product license, can I declare my product as conforming to FHIR?

No. You can state that your product uses the FHIR specification under fair use, but you can't claim conformance until such time as formal conformance requirements have been published for FHIR, and you've met any conformance testing requirements. A conformance testing process is currently being defined and should be available in 2017.

So if I'm using it in one of these “fair use” instances without a license, are there any rules I have to follow?

Yes, you should adhere to the following rules:

- Include the following notice for the word mark and flame logo respectively placed near the first reference to the mark (once is enough):
 - “FHIR® is the registered trademark of Health Level Seven International and the use does not constitute endorsement by HL7.”

- “The Flame Design mark is the registered trademark of Health Level Seven International and the use does not constitute endorsement by HL7.”
- If space is constrained (as on a mobile device) you can include the registered trademark ® symbol after the FHIR Mark at least once on each page (if applicable) and generally in connection with the first or dominant usage.

I’m offering a public training course at my university on FHIR, called “FHIR for Beginners” and preparing an ad. Do I need a license?

Yes, you need a community license and you have to use the formal FHIR word mark along with the proper notice. But it would be OK to generically refer to a training class on HL7® FHIR® in the body of a document or posting without requesting a license, since that’s fair use. But you can’t use the marks in the name of this product/service without permission.

I’m teaching a class on FHIR at a HL7-sponsored meeting. Do I need a license?

No, you don’t need a license to use the marks for an HL7-sponsored event or project.

How do I apply for Community Use License?

You can apply for a license by completing the [Community Use Application Form](#). This is typically used for public events -- such as conferences, hackathons, training courses – that are not sponsored or organized by HL7.

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is acknowledged hereby, the parties agree as follows subject to the terms and conditions attached hereto

Organization *
The Organization that is applying for a community use license

Contact Email *
The contact email for further communication about this community license agreement

Jurisdiction *
The country (or other legal entity) in which the community use applies. If the use covers more than one country, provide a region (e.g. Europe) or "global"

Date *
The planned date of the event which the community license covers. Enter the first date for multi-date events and describe other dates in "Description" section.

Add Event to Calendar Yes
Check this if you want the event to be added to the public calendar of FHIR events

Description *
A description of the event - please outline the audience, and what will be covered (and include a URL or example of ads and brochures)

Conformance *
Please describe what steps you have taken to ensure the information provided is consistent with the FHIR specification

Figure 1 - Community Use License Form

Note that you have the option of being included on the public FHIR.org calendar of FHIR-related events so it will be visible to the FHIR community.

Example Descriptions and Conformance Statement

Your description should briefly and simply explain to us about your community event and what it's about. Links or attachments are helpful so we can see how it's being promoted.

The conformance statement is your confirmation that your use will be consistent with the FHIR specification. You should also indicate that you have taken reasonable steps to maintain the quality of the FHIR trademark.

Example1:

Description: <Event Name> FHIR Connectathon - testing and use cases based on the FHIR specification.

Conformance: Attendance of core team members, specifications open for public review based on our FHIR terminology service, attendance of multiple participants in the normal FHIR terminology connectathon stream.

How do I apply for a Product Use License?

You can apply for a license by completing the [Product Use License Application Form](#). This is typically used for products and services that either refer to FHIR in the product/service name, or make claims or assertions about FHIR in the product description. Also when using the word mark in a domain name, social media handle, etc.

The product use license is similar to the community use form, except that it asks for the actual product name (where applicable; if the product is simply advertising company capability or service, enter n/a) and does not require a date:

NOW, THEREFORE, for good and sufficient consideration, the receipt of which is acknowledged hereby, the parties agree as follows subject to the terms and conditions attached hereto:

Organization *
The Organization that is applying for the product use license. Can be an open source team (URL of source repository acceptable)

Contact Email *
The contact email for further communication about this product use license agreement

Jurisdiction *
The country (or other legal entity) in which the product use applies. If the use covers more than one country, provide a region (e.g. Europe) or "global"

Product Name *
The name of the product (if applying for company advertising, put as n/a)

Description
*

A description of proposed usage - please describe how the use of the FHIR name contributes to the overall product, and ensure that the proposed use clearly describes how the product usage of FHIR is clearly 'an application of FHIR' rather than 'the FHIR standard itself'

Add Product to Registry Yes
Check this if you want the product to be added to the public registry of FHIR Applications

Conformance
*

Please describe what steps you have taken to ensure the product and its FHIR usage is conformant with the FHIR specification. Note: this is not asking whether you use of the trademarks is conformant with the trademark use product, but how you ensure that the products/services you offer are conformant/consistent with the FHIR specification. If the application is for a domain name, then answer what process you use to ensure that the domain content is consistent with the FHIR specification

Figure 2 - Product Use License Application Form

Note that you have the option of having your product listed in the the public FHIR.org registry of FHIR-related products and services so it will be visible to the FHIR community.

Example Descriptions and Conformance Statements

Your description should clearly and succinctly explain to us the product or service being offered and how it relates to FHIR. If the product is some sort of token or giveaway, please include an image. Links to explanatory information are helpful.

The conformance statement is your confirmation that your product and its usage will be consistent with the FHIR specification. You should also explain what steps you have taken to maintain the quality of the FHIR trademark.

Example 2:

Description: The proposed usage is for a "FHIR Server" - a server built from ground up to serve as a reference implementation for the FHIR community, and which runs at <http://<URL>.com>. The server uses the FHIR name and flame logo on the pages it serves, and is called 'the <Company> FHIR server'. The product is open source and freely available to the FHIR community.

Conformance: The product is one of the reference implementations of a FHIR server, and has been used in all FHIR connectathons to date and as a server available for testing of all

applications.

Example 3:

Description: The .NET FHIR library helps .NET software developers quickly and easily create FHIR-compliant software, by providing a library of functions to invoke the FHIR RESTful interface on any FHIR-compliant server.

Conformance: We are continuously adapting the software to match the published FHIR specification (currently DSTU2), and react to bug-reports from our users if the library is incompatible with current FHIR implementations.

Example 4:

Description: Product A is a suite of solutions suite that help payers manage provider networks and improve accuracy of reimbursement. The suite includes 2 product components: B and C. We are developing interoperability modules for them utilizing the FHIR standards, and are requesting approval to use the term "FHIR" in the naming of those modules as follows:

- Name of A
- Name of B

The use of FHIR in the module naming helps promote our usage of this industry interoperability standard.

Conformance: 1. <Organization> actively participates in the HL7 FHIR workgroups.

2. <Our staff> maintains expertise on the FHIR specification, and governs the use of FHIR within our organization to ensure compliance by actively engaging product teams in requirements and design work.

3. We will be able to produce conformance statements for all resources that we have extended and will be validating our resources using the capabilities of <tools, processes, etc.>.