Trademark Strategy

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20-October-2020

Goals of the Trademark Effort

- Protect the reputation and work of the Foundation
- Increase consistent use of marks
- Used consistently, brands increase trust
- Provide value to core and supporting members
- Monetize the value of marks

Trademark Timeline

- Create a unique name or design for commerce
- Use the mark “unprotected” as a trademark
- File for registration following prior use within Classes (scope)
  - Our marks are generally in Classes 35 and 42
- **Determine what/if any Licensing Strategy**
- Trademark Enforcement and Litigation

Status of Registered Trademarks

Mark	Status
OWASP	Registered in US and pending EU
Open Web Application Security Project	Registered in US and pending EU
Global AppSec	Registered in US and EU
AppSec Days	Pending US and registered EU

Other Trademarks

OWASP, Open Web Application Security Project, and Global AppSec are registered trademarks and AppSec Days, AppSec California, AppSec Cali, SnowFROC, LASCON, and the OWASP logo are trademarks of the OWASP Foundation, Inc.

By declaring as trademarks, we protect “prior use” for the OWASP Foundation

Proposed Licensing Strategy

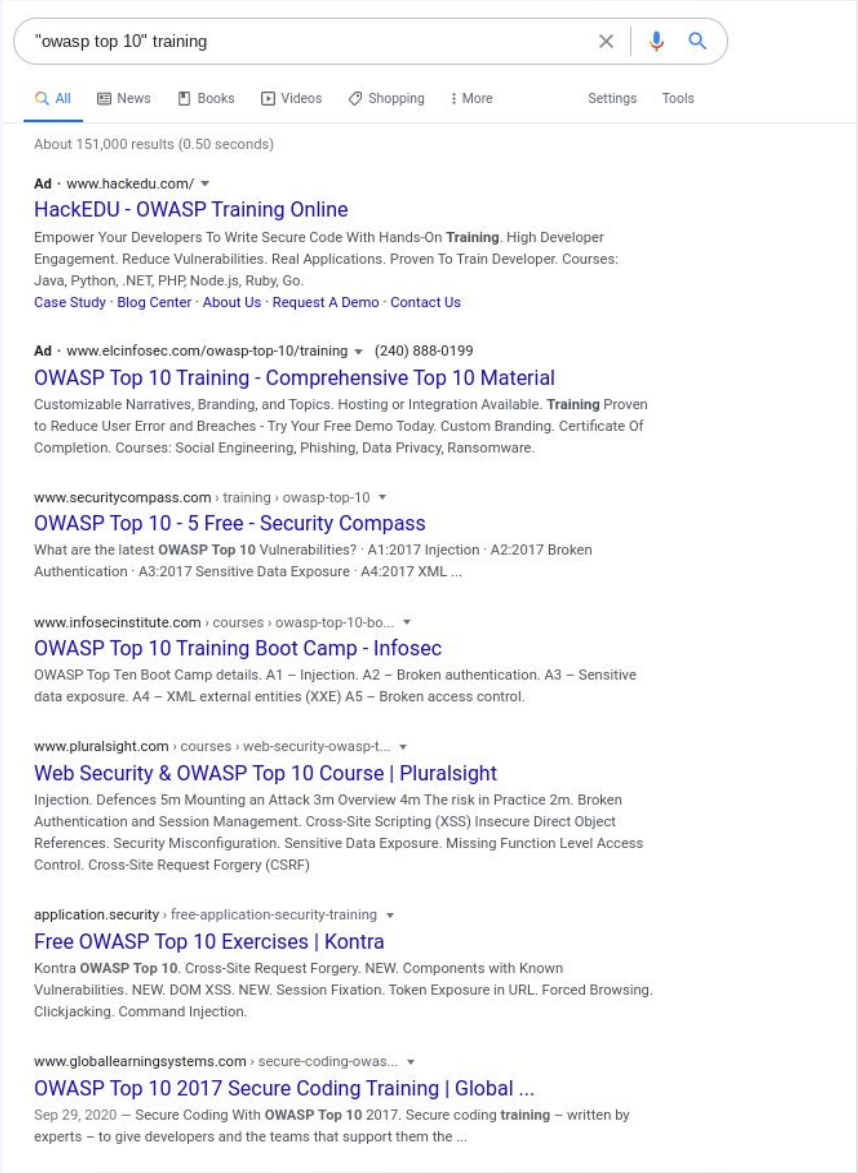
- License OWASP tradename
  - Details following slides
- No licensing of Open Web Application Security Project
  - Not expecting any interest
- No licensing of Global AppSec
  - Used exclusively for OWASP Foundation major events
  - Append “location” following tradename
- Licensing of AppSec Days on case-by-case basis (if needed)
  - Migrate Regional events to AppSec Days appending “location”
  - Use for single and multiple day events; collectively “days” across OWASP

Search of Marks

- Incognito search of...

  `"owasp top 10" training`

- 151,000+ Results
- Only **two** links from the first results page are an OWASP Member
- These are not "fair use" instances, they are "commercial use"



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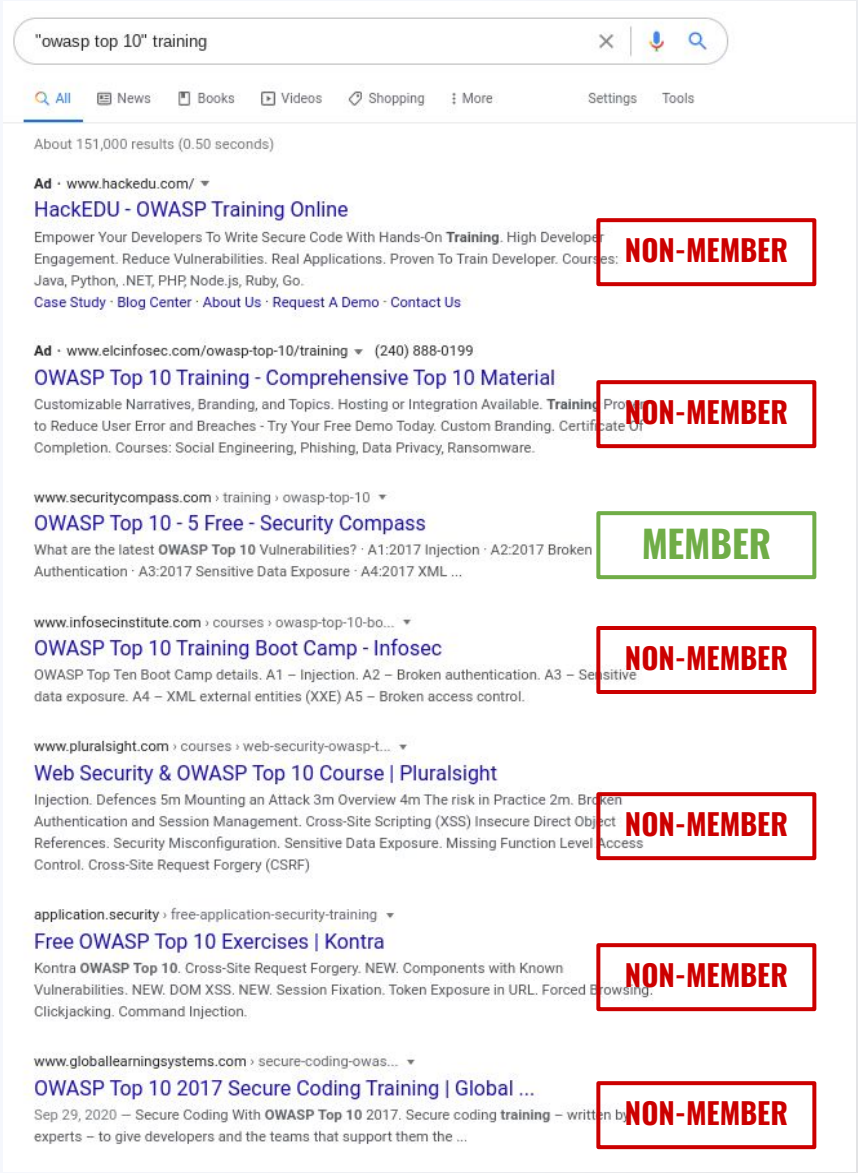

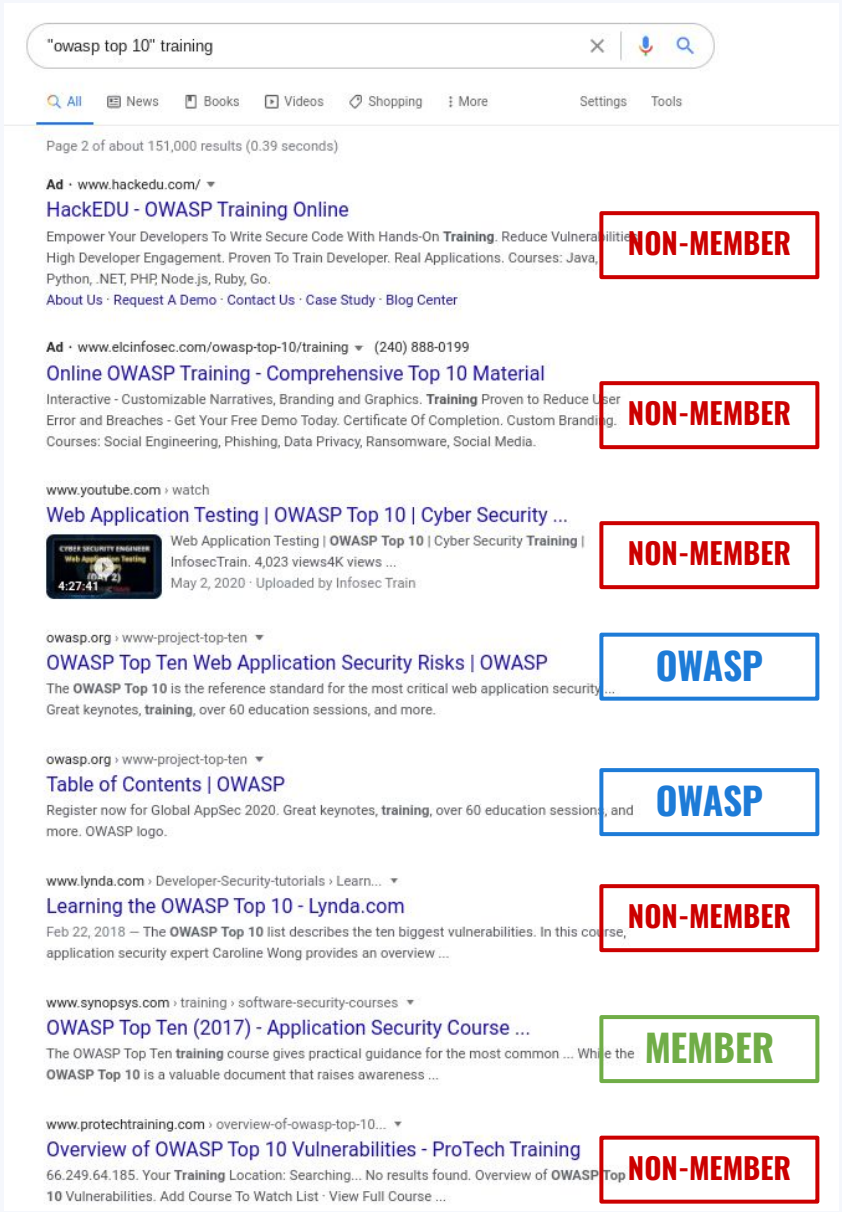
"owasp top 10" training
All
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Page 2 of about 151,000 results (0.39 seconds)
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owasp.org › www-project-top-ten
OWASP Top Ten Web Application Security Risks | OWASP
The OWASP Top 10 is the reference standard for the most critical web application security ... Great keynotes, training, over 60 education sessions, and more.
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Register now for Global AppSec 2020. Great keynotes, training, over 60 education sessions, and more. OWASP logo.
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www.lynda.com › Developer-Security-tutorials › Learn...
Learning the OWASP Top 10 - Lynda.com
Feb 22, 2018 — The OWASP Top 10 list describes the ten biggest vulnerabilities. In this course, application security expert Caroline Wong provides an overview ...
NON-MEMBER
www.synopsys.com › training › software-security-courses
OWASP Top Ten (2017) - Application Security Course ...
The OWASP Top Ten training course gives practical guidance for the most common ... While the OWASP Top 10 is a valuable document that raises awareness ...
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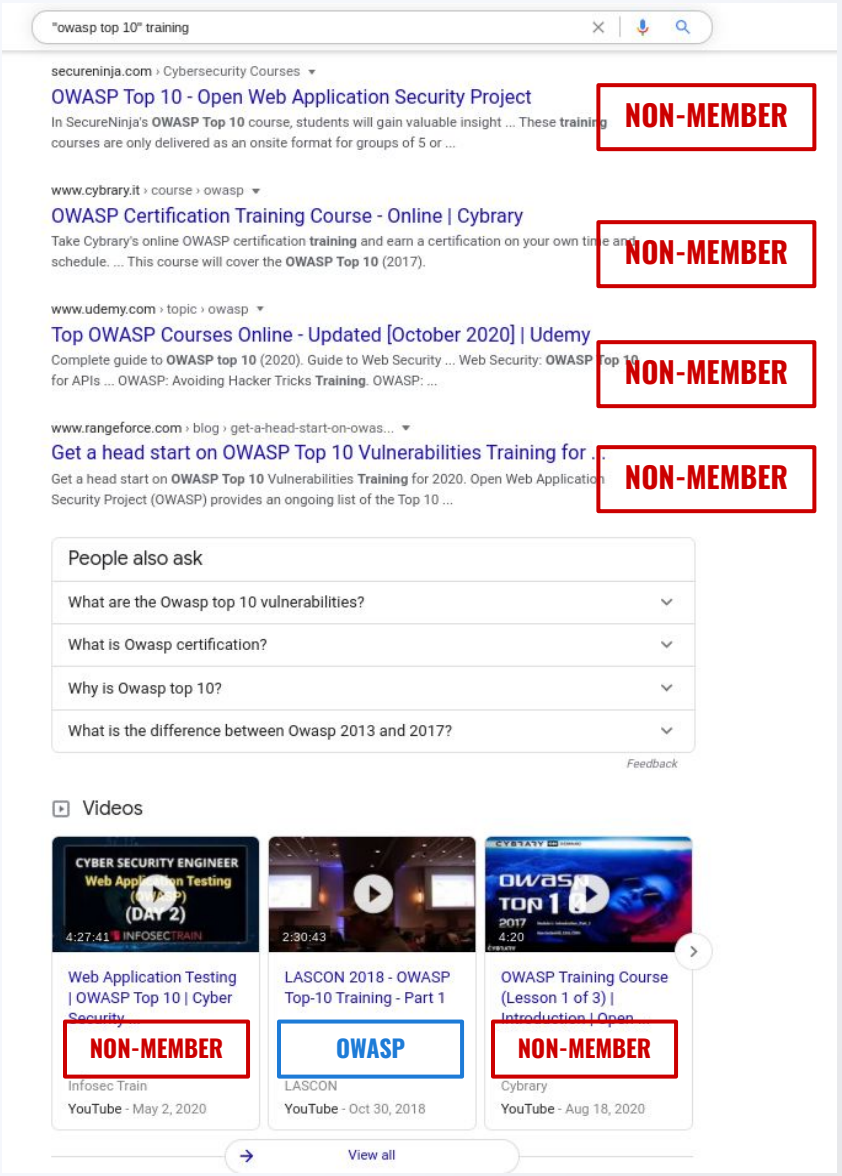
"owasp top 10" training
secureninja.com › Cybersecurity Courses
OWASP Top 10 - Open Web Application Security Project
In SecureNinja's OWASP Top 10 course, students will gain valuable insight ... These training courses are only delivered as an onsite format for groups of 5 or ...
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www.cybrary.it › course › owasp
OWASP Certification Training Course - Online | Cybrary
Take Cybrary's online OWASP certification training and earn a certification on your own time and schedule. ... This course will cover the OWASP Top 10 (2017).
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www.udemy.com › topic › owasp
Top OWASP Courses Online - Updated [October 2020] | Udemy
Complete guide to OWASP top 10 (2020). Guide to Web Security ... Web Security: OWASP Top 10 for APIs ... OWASP: Avoiding Hacker Tricks Training. OWASP: ...
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www.rangeforce.com › blog › get-a-head-start-on-owas...
Get a head start on OWASP Top 10 Vulnerabilities Training for ...
Get a head start on OWASP Top 10 Vulnerabilities Training for 2020. Open Web Application Security Project (OWASP) provides an ongoing list of the Top 10 ...
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People also ask
What are the Owasp top 10 vulnerabilities?
What is Owasp certification?
Why is Owasp top 10?
What is the difference between Owasp 2013 and 2017?
Feedback
Videos
CYBER SECURITY ENGINEER
(DAY 2)
4:27:41
INFOSECTRAIN
Web Application Testing | OWASP Top 10 | Cyber Security ...
NON-MEMBER
Infosec Train
YouTube - May 2, 2020
2:30:43
LASCON 2018 - OWASP Top-10 Training - Part 1
OWASP
LASCON
YouTube - Oct 30, 2018
OWASP TOP 10
2017
4:20
OWASP Training Course (Lesson 1 of 3) | Introduction | Open ...
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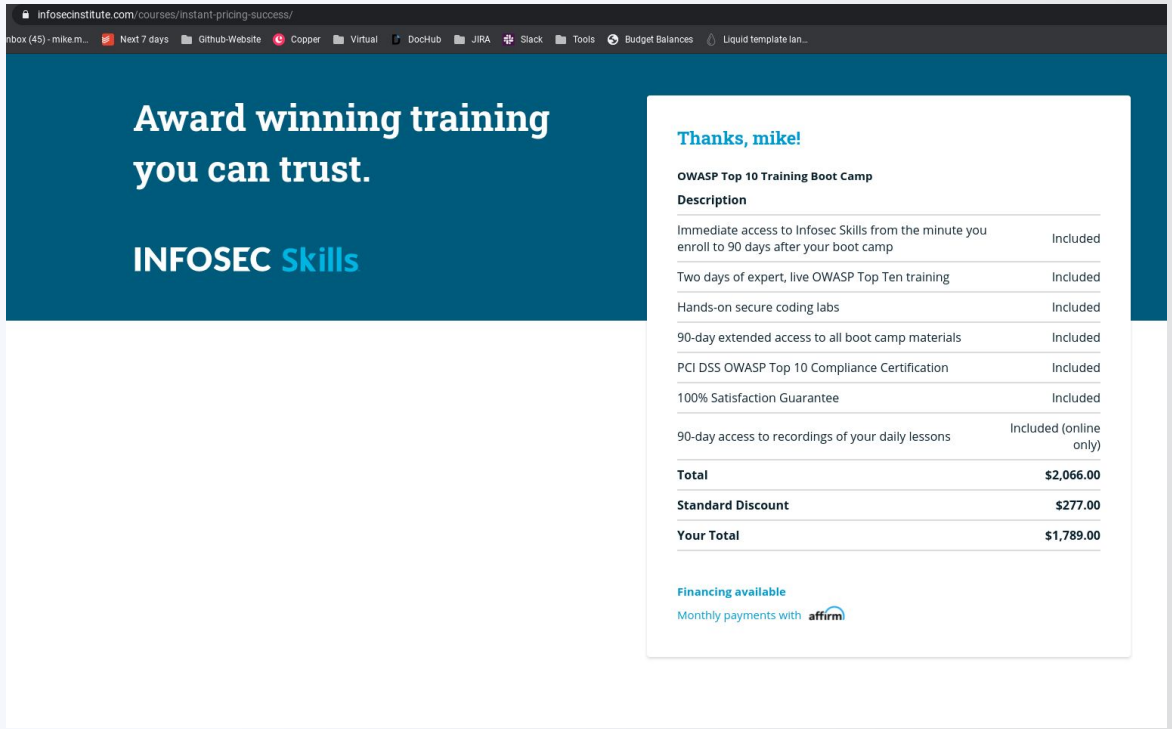
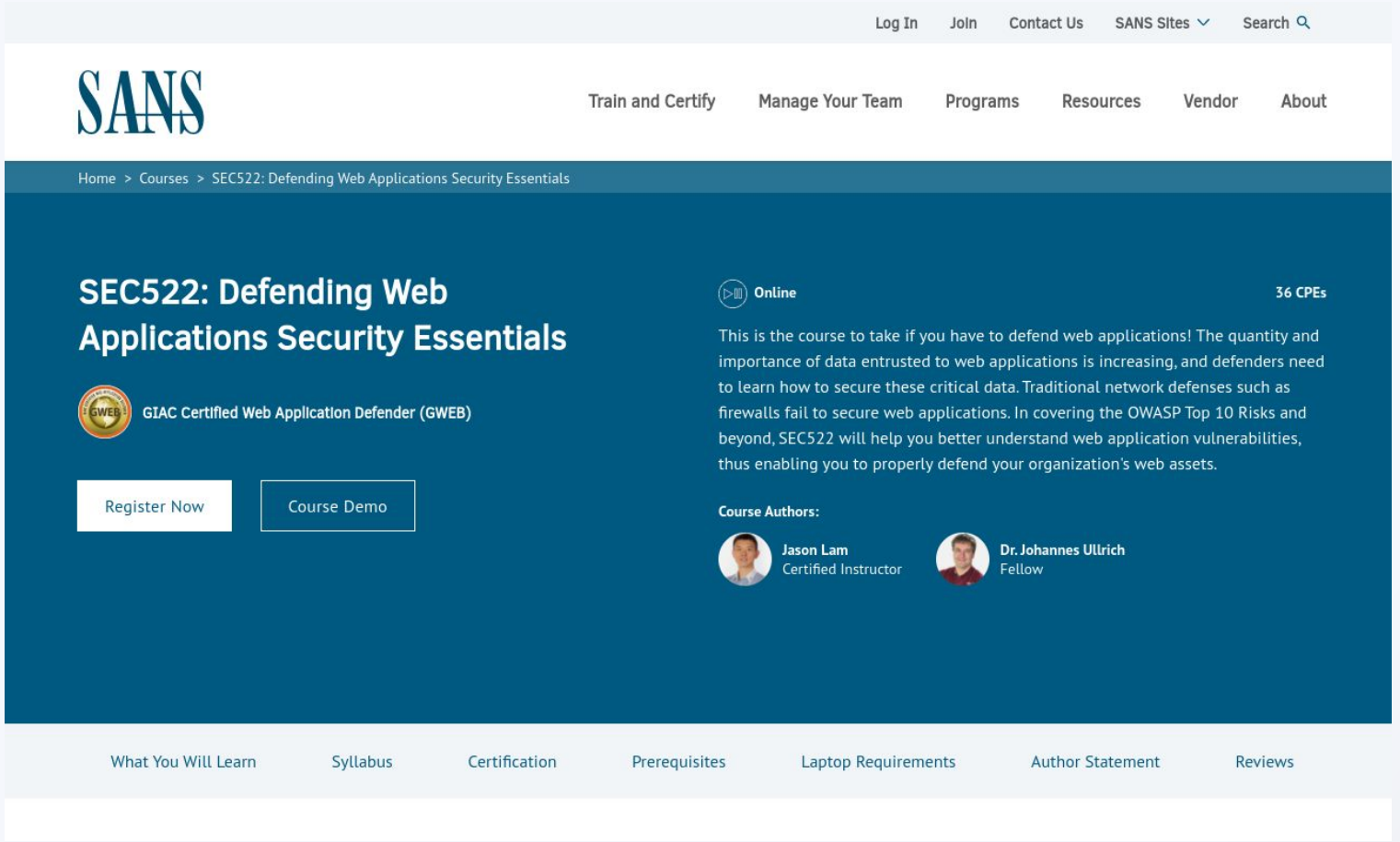
Cybrary
YouTube - Aug 18, 2020
View all

Example Training Class Costs

- Not inherently wrong to charge for training on OWASP projects
- In fact, the content is open source in nearly all cases
- HOWEVER, when soliciting for students, the OWASP trade name helps improve the perceived value of the training.

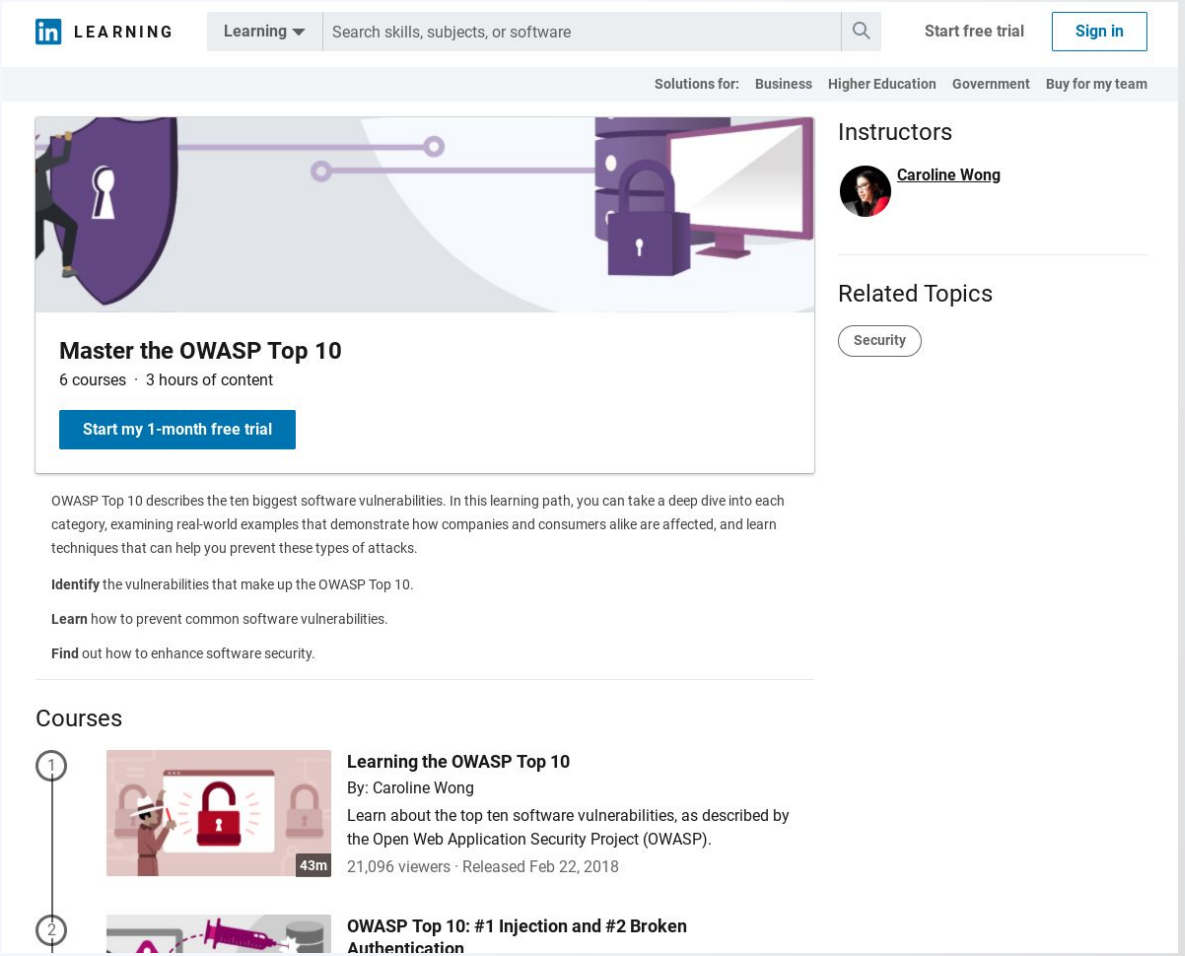


Example #2 - Training Class



Example #3

- Platforms also allowing OWASP as part of monetization strategy
- LinkedIn Premium users get In-Learning included
- Instructors get royalty when users take classes
- This use case is currently out of scope of current strategy



License for “OWASP” Training/Publications

- Fee is waived for OWASP Corporate Members
  - Individual Membership does not apply
- Annual flat fee per annual revenue (aligns with Membership pricing)
  - Up to $50M, $2,500
  - Between $50M and $100M, $7,500
  - Over $100M, $12,500
- Requires License Agreement for Member or Non-Members
  - Not an endorsement of quality
  - Not a certification; only a license to use the OWASP Mark

License for “OWASP” in Event Name

- No waiver for Corporate Members
- Unlikely, but want to define program name
- OWASP Foundation can discriminate; not under obligation to license marks as part of an event name
- Flat fee per event date based on gross revenue
  - Up to $100,000, $1,000
  - Between $100,000 and $250,000, $10,000
  - Between $250,000 and $1,000,000, $25,000
  - Over $1,000,000, Negotiated on case-by-case event

Following Adoption, Next Steps...

- Develop website content
  - Explains “Commercial Use”
  - Outlines Registered Marks
  - Provides Rationale for Licensing
- Collect list of Licensee Opportunities starting in US
- Approach Licensee Opportunities with standard “choice” email
  - Grace period until 1-January 2021
  - On or around 1-April, 2021 identify potential violators
  - Take high-profile actions with violator who is well known to community
- Approach Platforms for custom arrangements

Board Resolution

Resolved that the Executive Director or their designatee develop, implement, and manage a trademark licensing effort with organizations that provide training on OWASP projects, publishers, and event organizers as outlined by staff at the October 2020 Board Meeting.