

# THE CPNI TRADEMARK

## A GUIDANCE DOCUMENT

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## Aim

The aim of this document is to provide guidance to explain the CPNI Trademark. It will cover how the trademark is awarded, how it may be used and under what circumstances it may be withdrawn.

## Background

Part of CPNI’s role is to evaluate security products which are readily available on the open market, known as commercial off-the-shelf (CoTS). Products which are successful in the evaluations are awarded a CPNI PROTECTION Level (Base, Enhanced or High) and/or a CPNI CLASS rating (Class 1,2,3,4). PROTECTION Level refers to how well a product will stand up to a forced attack and Class refers to the resistance to surreptitious attack. The CPNI Trademark is issued for PROTECTION Level only. CPNI needed a simple method of indicating which products had been successfully evaluated. The trademark and associated form of words were the answer.

**The CPNI Trademark is awarded for PROTECTION Levels only**

## What does the Trademark look like?

The CPNI Trademark comes in a number of variants: white on blue, blue on white, black on white, etc. The white on blue variant is shown below.



The Trademark must also be shown with a specific form of words as issued by CPNI. You will notice though that the grading the product achieved is not shown with the Trademark logo. The example below has been shown in the black on white variant.



Approved for UK Government use, for details contact CPNI

## Eligibility

The Trademark is issued at the discretion of CPNI to all PRODUCTS that have achieved a PROTECTION Level grading in a CPNI evaluation. It is important to understand that the logo may ONLY be used in reference to the SPECIFIC PRODUCT as entered in the CPNI Catalogue of Security Equipment (CSE). A company must not use the CPNI Trademark to suggest that the company as a whole or any of its

other products are CPNI approved. To do so will be a breach of the agreement. CPNI will enforce correct use of the Trademark.

## How to use the CPNI Trademark

The company is entitled to use the CPNI Trademark in their promotional literature, on their website, at trade shows etc. with respect to the **evaluated product only**.

The trademark will be issued to the manufacturer or integrator who has vested Intellectual Property (IP) in a product. It will not be issued to a reseller who does not hold IP in a product.

### Example 1

“High Security Manufacture Ltd” is a company making security products. The AX1000 has been accredited by CPNI and has been awarded a protection level.

High Security Manufacture Ltd may use the CPNI Trademark on the webpage for the AX1000 and on promotional literature for the AX1000.

“Joe’s Security” acts as a reseller, purchasing products from High Security Manufacture Ltd and reselling the AX1000. Joe’s Security may not use the CPNI Trademark on their own literature but can pass on literature with the CPNI Trademark from High Security Manufacture Ltd (with their permission) or can signpost the High Security Manufacture Ltd AX1000 webpage.

Neither High Security Manufacture Ltd nor Joe’s Security may use the CPNI Trademark on the main page of their website as this does not show which specific product has been tested.

### Example 2

Tough Security takes a number of different component parts from different manufacturers and incorporates these into the ST9000. While some of these components have undergone CPNI testing and achieved a protection level, other elements are not tested and have been designed and built by Tough Security.

Tough Security has submitted the ST9000 to CPNI and it has been awarded a protection level.

The manufacturers that have received the CPNI Trademark in their own right can use the CPNI Trademark for their component parts.

Tough Security can now use the CPNI Trademark in relation to the ST9000. They can also signpost back to the other manufacturers’ component parts if they wish to highlight that these are CPNI approved.

### Example 3

Security Consulting Online has been awarded a CLASS rating. They may not use the CPNI Trademark.

The CPNI Trademark  
must only be used with the CPNI  
evaluated product

## Misuse of the Trademark

If CPNI become aware that a company is misusing the Trademark, for example by suggesting that the company as a whole is approved by CPNI or by using it on an un-assured product, then CPNI will take action.

Initially an email will be sent highlighting the breach of use. More often than not this is enough to rectify the situation. Very often CPNI find that simple manufacturer oversight or misunderstanding is the problem. If the company rectifies the infringement no further action is taken.

If, however, a company persists in misusing the Trademark then action is escalated and will result in the product being removed from the CSE and, ultimately, legal action.

Every CSE entry will be reviewed at regular intervals. At this point the manufacturer will be asked to confirm that the product is still available and has not been upgraded/altered in any way compared to the evaluated product. Failure to supply this information will result in removal from the CSE. Any variations to the original version will require review and possibly a retest. Failure to submit will result in the product being removed from the CSE.

## Cyber Assurance of Physical Security Systems (CAPSS)

In recent years, CPNI have initiated the Cyber Assurance for Physical Security Systems. This programme aims to assure electronic security products in the CSE against cyber attack. Successful products are issued with a CAPSS specific trademark. The rules around the use of the trademark are the same as for PROTECTION Level trademarks. An example of the CAPSS trademark and form of words is shown below. As with the PROTECTION Level trademark, the form of words is issued by CPNI and must only be displayed in this format.



This physical security product has passed cyber assurance testing for UK Government use

## Summary

The CPNI Trademark is a legally enforceable product. It allows a simple yet effective way of identifying security products which have been evaluated to CPNI standards and entered into the Catalogue of Security Equipment (CSE). It allows CNI sites a method of identifying which products are in the CSE and acts as a promotional vehicle for manufacturers. Having the CPNI Trademark acts as an incentive to manufacturers to present their products for evaluation. This is of benefit to all parties as well as providing assurance to CPNI that only evaluated products are being advertised correctly.

## Further Reading

- CPNI Product Rating System Guidance document on the CPNI website and extranet.
- CPNI Procurement Process Guidance document on the CPNI website and extranet