

BRANDED CALLING ID

IP Dispute Resolution Policy

Powering the journey to cloud telephony with Microsoft Teams

LoopUp provides a secure, globally consistent solution for cloud communications. Our cloud telephony solution transforms Microsoft Teams from an internal collaboration tool into a unified communications solution by enabling users to make and receive external phone calls from any Teams-enabled device.

We help organizations navigate the complex journey to cloud telephony. We provide a comprehensive service so IT departments can focus on digital transformation that gives businesses a competitive edge, rather than spending time maintaining legacy systems.

LoopUp is regulated to offer cloud telephony services in 67 countries – more places than any other provider. Where that's not possible, we provide Teams Calling via on-premises SBCs and local carriers.

For our customers, this means one service provider, one cloud implementation, and one central management platform for all users globally.

We have been a Microsoft Certified Gold Partner since 2010 for a range of communications and cloud capabilities, which means we meet a demanding set of performance criteria. We support bespoke integrations for a range of telecommunications solutions, including contact centres and call recording.

We are the trusted partner of more than 5,000 enterprises, including 20 of the world's top law firms. Our goal is to make the journey to cloud telephony as painless as possible. From initial consultation and configuration design, to managed roll-out and ongoing support, we will be there every step of the way.



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Document Version

Version	Date	Comment
1.0	12/01/2026	Initial release

1 Purpose

The purpose of this IP Dispute Resolution Policy is to define the controls and escalation procedures for identifying, validating, and resolving intellectual property (IP) disputes associated with Rich Call Data (RCD) assets — specifically logos, brand marks, caller display images, and related digital representations provided by enterprise registrants.

The policy ensures that:

- LoopUp does not inadvertently publish, distribute, or represent content that infringes copyright or trademark rights.
- Conflicts between claimants asserting ownership over logos or brand marks are managed in a transparent, consistent, and legally compliant manner.
- Consumer trust in Branded Calling ID (BCID) is protected by preventing unauthorized, misleading, or fraudulent brand usage.

This policy applies to all enterprise registrants submitting branded assets for BCID use and to all LoopUp teams involved in intake, vetting, compliance, and legal review.

2 Policy Statements

2.1 Ownership & Licensing Verification

LoopUp must ensure that registrants have the legal right to use any logo or branding submitted. Minimum required checks include:

2.1.1 Proof of Ownership

Acceptable evidence includes:

- Registered trademarks from authoritative databases such as
 - **USPTO TESS** (United States Patent and Trademark Office)
 - **WIPO Global Brand Database**
 - **EUIPO** (European Union Intellectual Property Office)
 - Regional IP offices for non-US/EU entities
- Certificates of registration (PDFs or screenshots)
- Legal documentation showing transfer or assignment of rights

2.1.2 Evidence of License or Permission

If the registrant is not the trademark owner, they must provide:

- A licensing agreement (full or redacted)
- Letter of authorization on corporate letterhead
- Distribution or reseller agreement explicitly granting logo usage

All documentation must be retained in LoopUp's Intake repository.

2.1.3 Common-Law Trademark Rights (Unregistered Marks)

If no formal trademark exists, the registrant must provide:

- Dated examples of brand usage (e.g., website archives, marketing assets)
- Business filings showing the use of the mark
- Public evidence of the logo being uniquely associated with the organization over time

Intake analysts must document the rationale for accepting common-law evidence.

2.2 Prohibited Content

Logos and RCD assets must not contain any elements that compromise user safety, trust, or regulatory compliance.

Prohibited categories include:

- **Malware, malicious code, tracking pixels, or embedded scripts**
- **QR codes**, barcodes, or any scannable elements that could redirect users
- **Links** or URLs displayed inside the image
- **SHAFT content**
 - Sexually explicit content
 - Hate speech or extremist messages
 - Alcohol, firearms, tobacco imagery
- **Deceptive or misleading visuals**, including:
 - Impersonation of government agencies
 - Use of competitor trademarks
 - Use of security symbols (locks, badges) implying false certification

Any violation results in automatic rejection.

2.3 Dispute Handling & Conflict Resolution Procedures

When conflicting claims arise regarding logo ownership or usage rights, LoopUp must enforce a structured resolution process.

2.3.1 Step 1 – Intake Pause

- Immediately **pause BCID provisioning** for the affected assets.
- Notify the registrant that a dispute has been identified.
- Document the conflicting claim(s) in the case record.

2.3.2 Step 2 – Evidence Collection

LoopUp collects relevant material from all claimants, including:

- Trademark registrations
- Licensing agreements
- Cease-and-desist letters
- Corporate statements or legal notices
- Web archive records (e.g., Wayback Machine captures)

Analysts must not attempt to make legal determinations; the goal is to assemble all relevant data.

2.3.3 Step 3 – Internal Review

Compliance performs an initial assessment to determine whether:

- The conflict is material
- The evidence suggests possible infringement
- Escalation is required

If ownership appears ambiguous, incomplete, or contested, escalate immediately.

2.3.4 Step 4 – Legal Escalation

All substantial disputes must be escalated to **LoopUp Legal** for determination.

Legal will:

- Provide a ruling on whether BCID branding can be provisionally accepted, refused, or held
- Advise on communications to customers
- Determine whether additional information or legal documentation is required
- Define any interim protections (e.g., temporary suppression of branded assets)

2.3.5 Step 5 – Resolution & Documentation

Once Legal determines the outcome:

- Update the case file
- Notify all parties of the result
- Reinstate BCID provisioning only if approved
- Archive the complete dispute record for auditability

Documentation must be stored securely with least-privilege access.

2.4 Restrictions During an Active Dispute

During ongoing adjudication:

- No branded assets may be published or distributed.
 - Only plain-text calling name may be used.
 - The customer may not submit alternate logos to bypass review.
 - No exceptions may be granted without Legal approval.
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2.5 Appeals

Registrants may dispute LoopUp's decision by submitting new evidence. Appeals must be:

- Submitted in writing
- Supported by verifiable documentation
- Reviewed jointly by Compliance and Legal

LoopUp reserves the right to suspend or terminate BCID services in cases of recurring or bad-faith submissions.



The future is calling

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