

Flipper Devices Inc.

Authorized Reseller Guidelines

- General Principles..... 2
- Brand Naming, Textual Identity..... 3
 - Domain Names..... 4
 - Social Media Usernames and Handles..... 5
 - Profile Names and Display Names..... 6
 - Marketplace Seller Names.....7
 - Email Addresses and Sender Names..... 8
- Brand Logos, Visual Identity..... 9
 - Brand Logo, Website Header, Banners..... 9
 - Website and App Icons..... 10
 - Profile Pictures, Avatars..... 10
 - Seller Logo, Store Icons..... 11
- Photos, Videos, Advertising, and Other Content..... 12
- Authorized Reseller Badge..... 13
 - Badge Positioning..... 14
 - Badge Sizing..... 15
- Reseller Materials Compliance Check..... 16
- Violations and Enforcement..... 17
- Contact Information..... 18

These Guidelines explain how Authorized Resellers may promote and sell genuine Flipper Devices products while remaining clearly distinct from Flipper Devices Inc. and its official websites, accounts, channels, and materials.

Their purpose is to protect customers from confusion, phishing, impersonation, and counterfeit or fraudulent sales practices. All use of Flipper product names, brand references, and related materials must comply with these Guidelines.

General Principles

Authorized Resellers must always operate under their own independent identity. Their stores, websites, domains, social media accounts, advertisements, product listings, and other materials must clearly appear as those of an independent seller and not as official Flipper Devices resources.

Use of Flipper product names is permitted only where necessary to identify genuine products offered for sale. Such use must be accurate, limited, and must not form part of a reseller's own branding, identity, or overall presentation.

Any naming, design, content, wording, or visual presentation that may cause a reasonable customer to believe that a reseller is Flipper Devices Inc., an official Flipper store, an official support channel, or any other official Flipper-owned or Flipper-operated resource is prohibited.

Terms such as "official", "official store", "official website", "official support", or similar statements must not be used unless expressly authorized by Flipper Devices Inc.

A disclaimer, by itself, does not make an otherwise misleading name, account, page, or presentation acceptable.

Flipper Devices Inc. may review reseller conduct at any time for compliance with these Guidelines and may require corrective action, revoke authorization, or take further enforcement measures where necessary.

If Authorized Reseller status is revoked or expires, the reseller must promptly stop describing itself as authorized and must remove related claims from all websites, social media accounts, marketplace stores, and marketing materials.

Brand Naming, Textual Identity

Do not use **Flipper**, **Flipper Zero**, **Flipper Devices**, or similar brand references as part of your own business identity.

These names must not appear in a store name, company name, trade name, domain name, subdomain, marketplace seller name, social media username, handle, account name, profile name, display name, page title, channel name, group name, bot name, app name, email address, sender name, or any other customer-facing identifier that could cause a reseller to appear official or affiliated beyond its actual status. The same rule applies to bios, contact fields, signatures, and similar account or communication elements where a brand reference is presented as the identity of the seller rather than as a descriptive reference to the product.

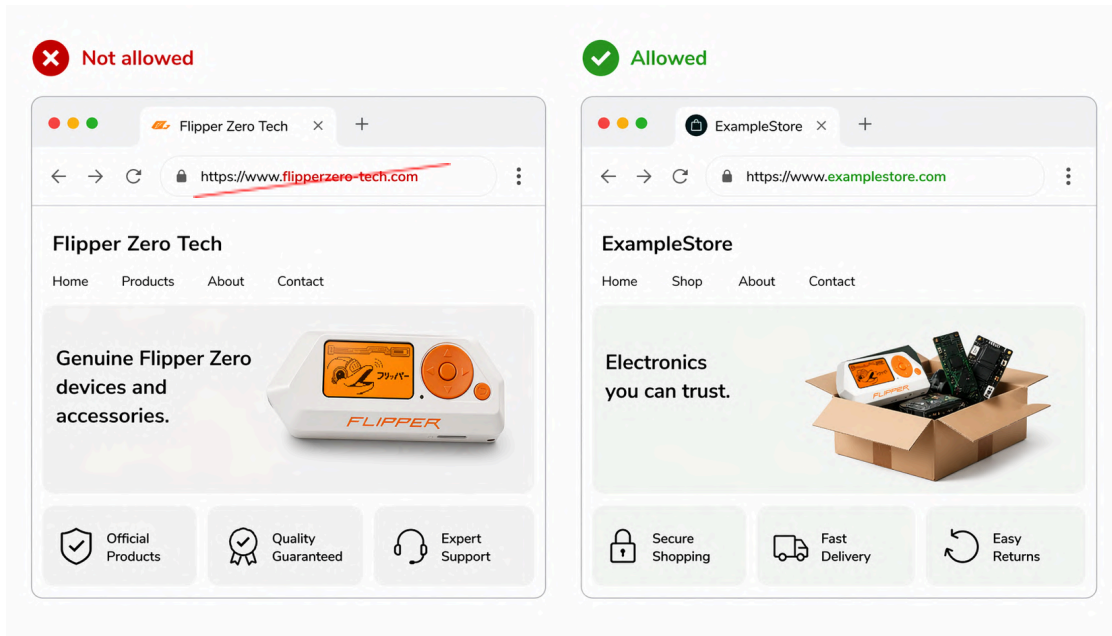
Misspellings, look-alike forms, deliberate variations, and other confusing adaptations of Flipper, Flipper Zero, Flipper Devices, or related brand references are also prohibited. This includes forms such as **fliper**, **flippr**, **flippper**, **fl1pper**, and similar variations used to imitate, evade, or suggest an official connection.

Use your own business identity in all customer-facing names, accounts, profiles, pages, listings, and communications.

Flipper Devices product names may be used only where necessary to describe genuine products being offered for sale, for example in product titles, product descriptions, compatibility references, or other factual product information.

Domain Names

Do not use Flipper, Flipper Zero, or Flipper Devices in domain names or subdomains.



Not allowed

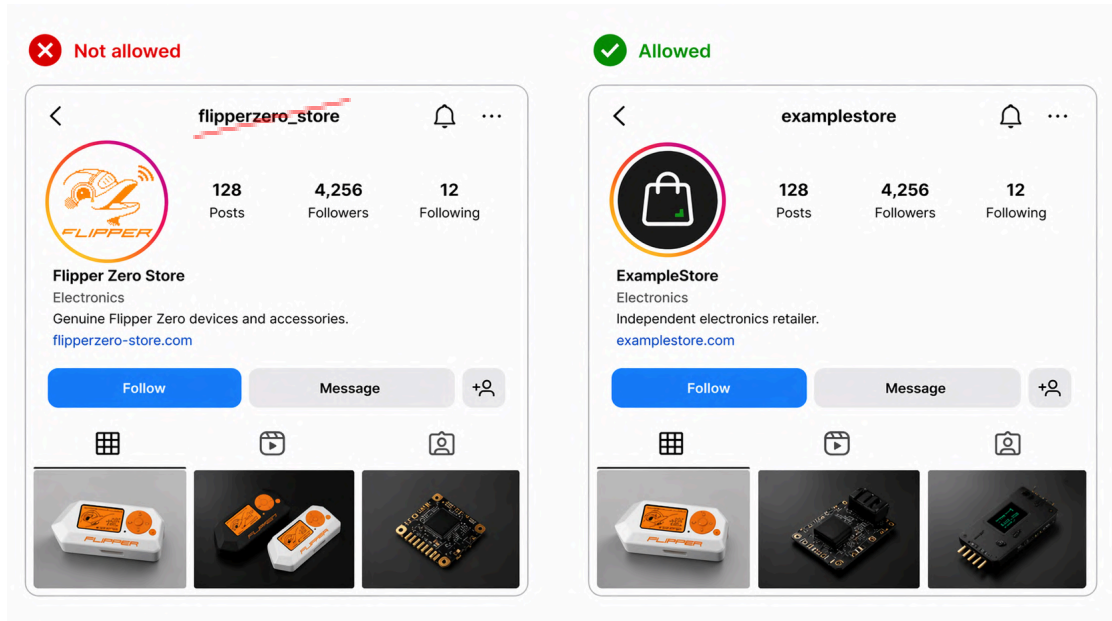
- ❌ www.flipperzero-tech.com
- ❌ www.flipperdevices-shop.com
- ❌ shop.flipperzero.example
- ❌ flipper.examplestore.com
- ❌ flippperzer0.com

Allowed

- ✅ www.examplestore.com
- ✅ shop.examplestore.com

Social Media Usernames and Handles

Do not use Flipper, Flipper Zero, or Flipper Devices in social media usernames or handles.



Not allowed

- ❌ @flipperzero_store
- ❌ @flipperdevices_shop
- ❌ @officialflipperstore
- ❌ @flipperbyexample
- ❌ @fl1pperzer0

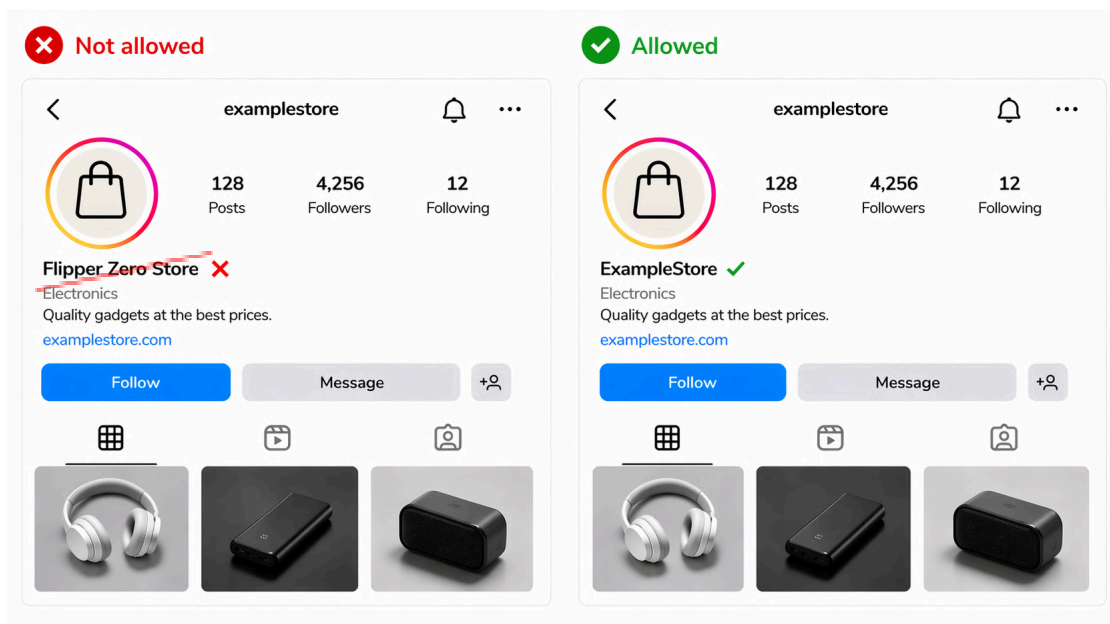
Allowed

- ✅ @examplestore
- ✅ @devicesbyexample

Profile Names and Display Names

Do not use Flipper, Flipper Zero, or Flipper Devices as a profile name or display name, even where the account itself otherwise uses a neutral identity.

A neutral handle, logo, or layout does not make this use acceptable if the visible profile name itself presents the seller as Flipper, Flipper Zero, Flipper Devices, or a similar official source.



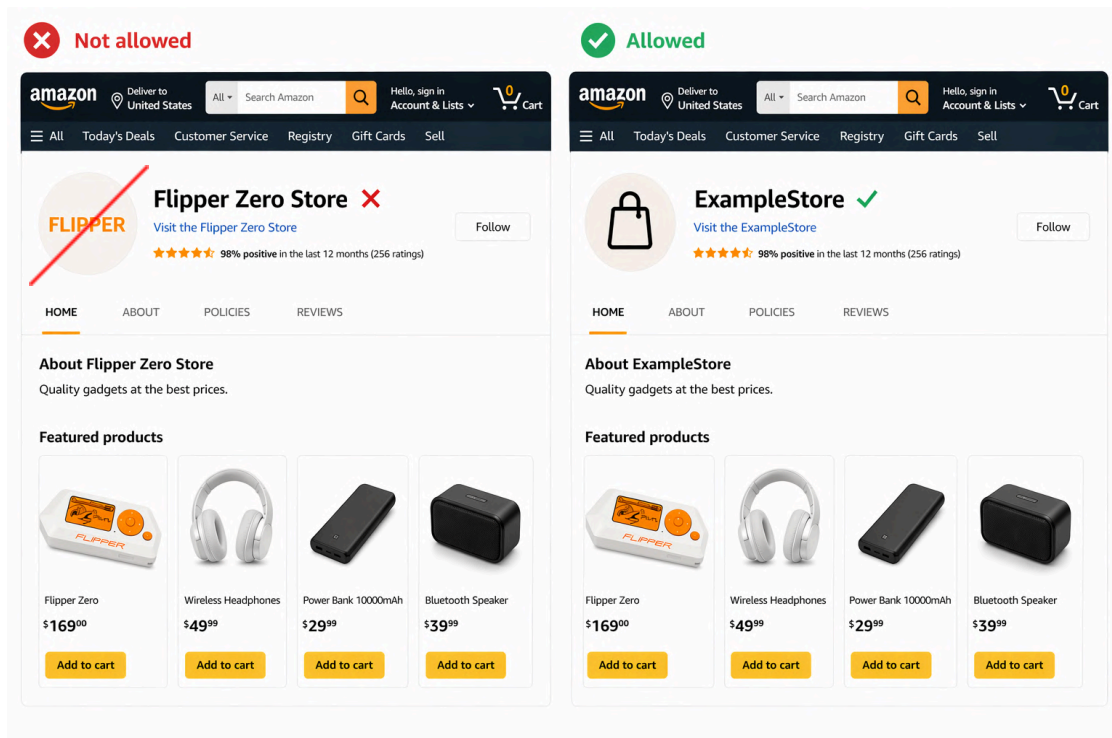
Not allowed

- ❌ Flipper Zero Store
- ❌ Flipper Devices Support
- ❌ Official Flipper Shop
- ❌ Shopperino Flipperino
- ❌ Fl1pper Zer0

Marketplace Seller Names

Do not use Flipper, Flipper Zero, or Flipper Devices as a marketplace seller name or store name.

The same rule applies even where the marketplace page is otherwise neutral and the product itself is genuine. A reseller may sell genuine Flipper Devices products, but must do so under its own independent seller identity.



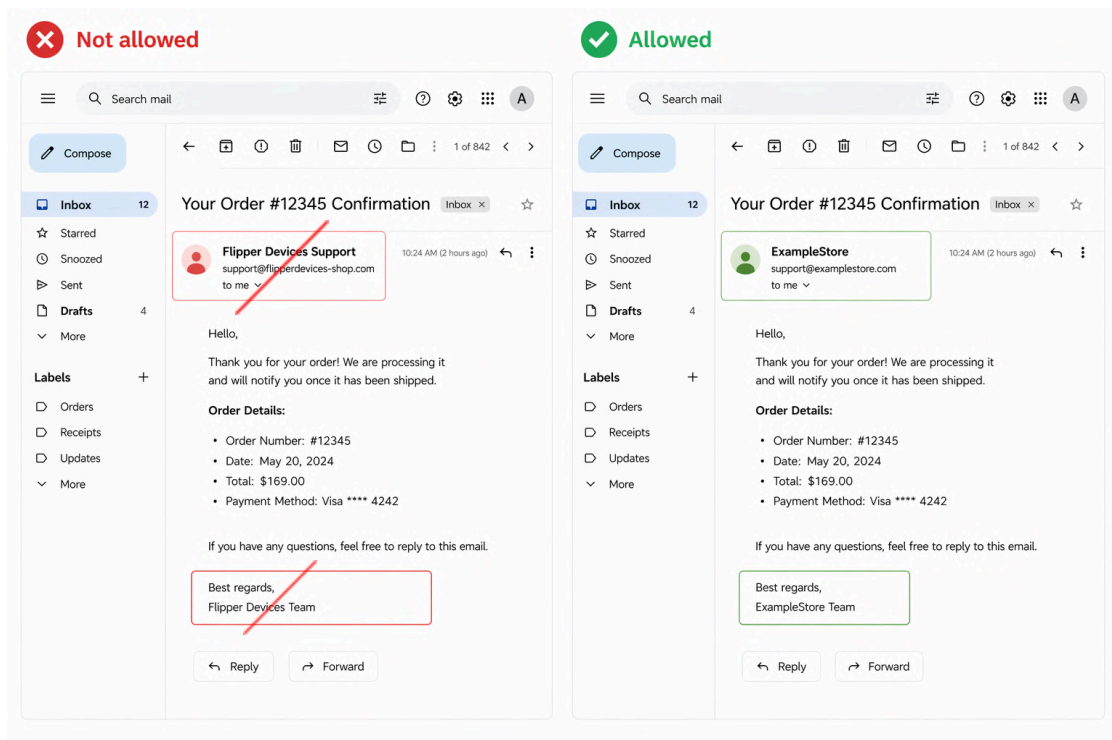
Not allowed

- ❌ Flipper Zero Store
- ❌ Flipper Devices Market
- ❌ Official Flipper Seller
- ❌ Shopperino Flipperino
- ❌ Fl1pper Zer0

Email Addresses and Sender Names

Do not use Flipper, Flipper Zero, or Flipper Devices in email addresses, sender names, or similar communication identifiers.

The same rule applies to customer-facing email identity fields, including sender name, reply name, account label, and similar elements that may cause a message to appear as though it comes from Flipper Devices Inc. or an official Flipper Devices channel.



Not allowed

- ❌ Flipper Devices Support
<support@flipperdevices-shop.com>
- ❌ Flipper Zero Sales
<flipper@examplestore.com>
- ❌ "Best regards, Flipper Sales Representative, John Doe"

Allowed

- ✅ ExampleStore
<support@examplestore.com>
- ✅ "Best regards, ExampleStore Sales Representative, John Doe"

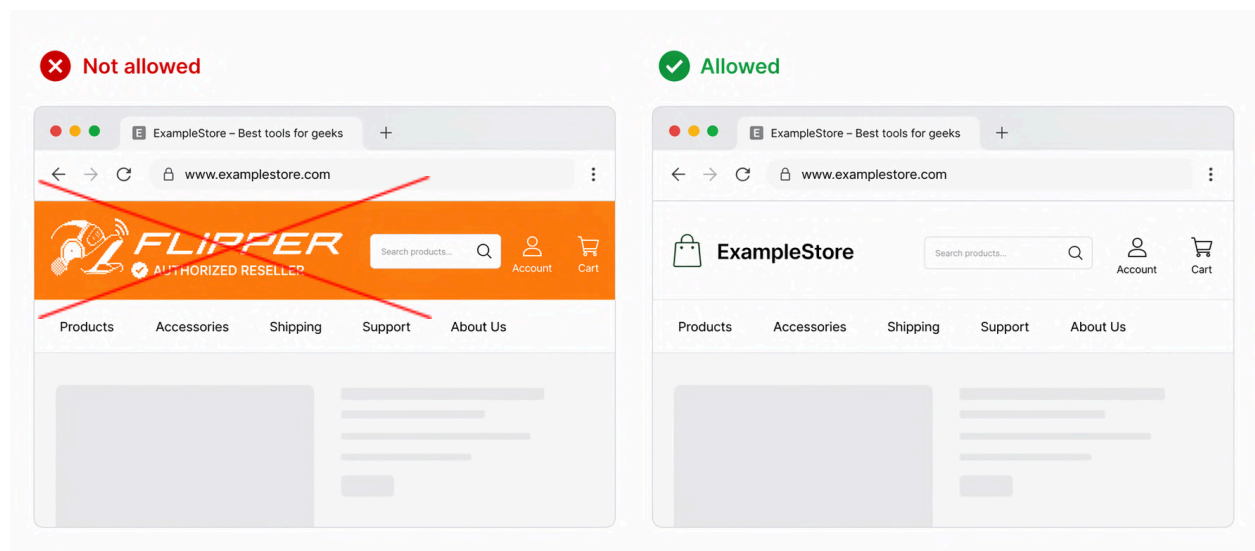
Brand Logos, Visual Identity

Do not use **Flipper logos, the dolphin mark, the Flipper wordmark**, or other official brand graphics as your own logo or primary visual identifier. These elements must not appear in profile pictures, avatars, favicons, marketplace seller icons, headers, banners, watermarks, signature graphics, document headers, email headers, or similar branding elements.

Do not use look-alike logos, similar graphic marks, or other visual elements that imitate official Flipper Devices branding or suggest an official connection.

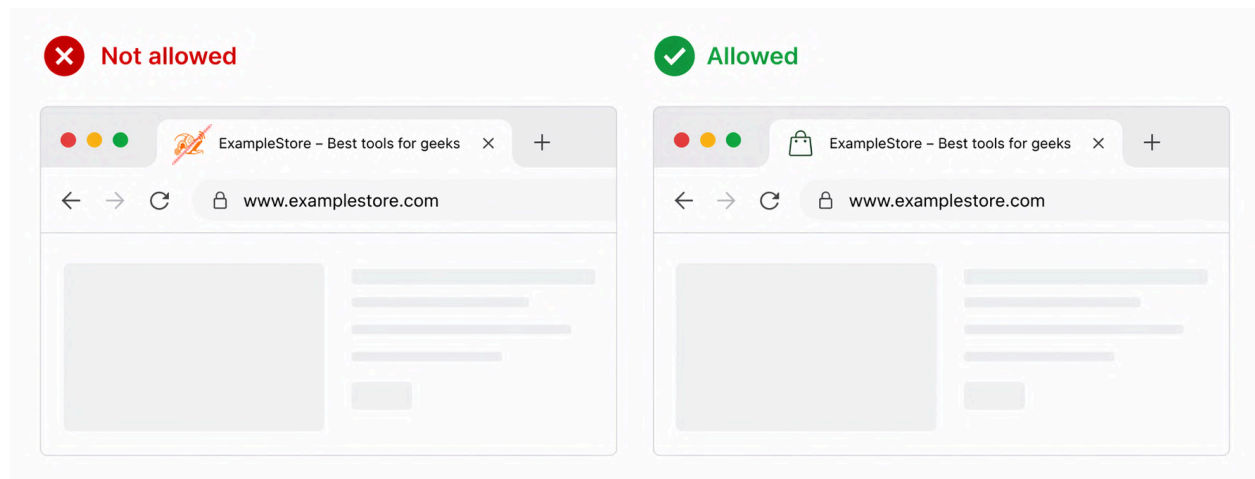
Resellers must use their own visual identity and must not use branding, design, or presentation that could make customers believe they are official Flipper Devices resources. Always use your own logo, your own visual style, and a clearly independent presentation in all customer-facing materials.

Brand Logo, Website Header, Banners



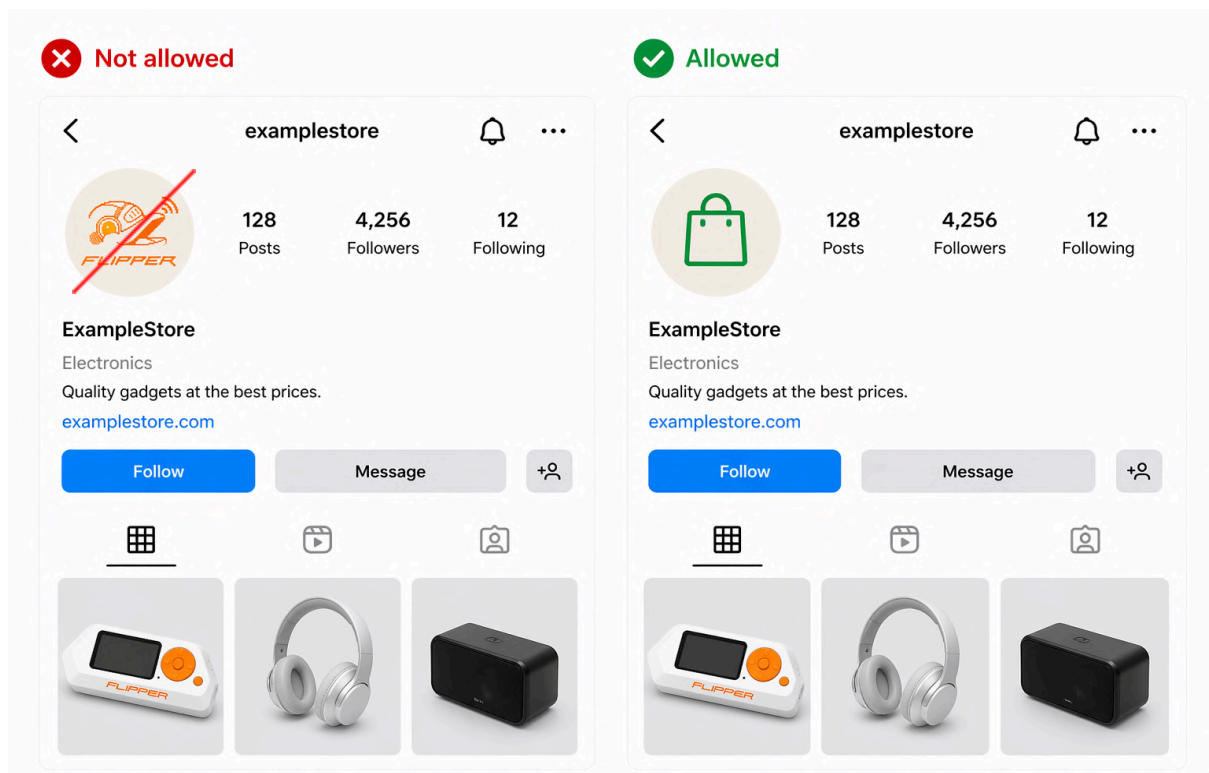
⊖ Do not present your website header or banner as an official Flipper Devices resource.

Website and App Icons



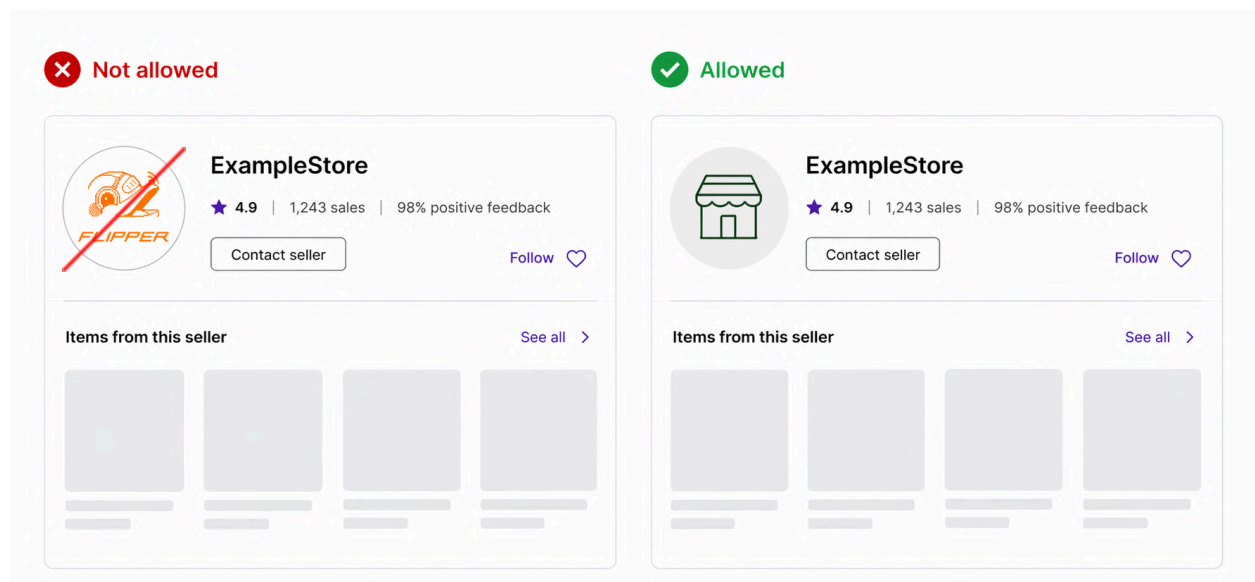
⊖ Do not use Flipper logos or brand graphics as a favicon, tab icon or app icon. Use your own site icon instead.

Profile Pictures, Avatars



⊖ Do not use Flipper logos or official brand graphics in profile pictures or avatars.

Seller Logo, Store Icons



⊖ Do not use Flipper branding as a marketplace seller avatar or store icon.

Photos, Videos, Advertising, and Other Content

Resellers may use their own original photos, videos, product descriptions, advertisements, and other promotional materials to advertise genuine Flipper Devices products.

Do not copy, reuse, repost, or adapt content owned by Flipper Devices Inc. unless expressly authorized. This includes product photos, renders, videos, banners, graphics, written descriptions, website text, advertisements, and other materials taken from Flipper Devices websites, official accounts, or other official sources.

Use only original or lawfully used content in customer-facing materials. Such content must not appear to originate from Flipper Devices Inc. or an official Flipper Devices resource, and must not imitate official Flipper Devices advertising, messaging, or presentation.

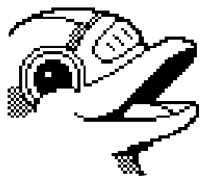
Authorized Reseller Badge

Authorized Resellers may use the Authorized Reseller Badge supplied by Flipper Devices Inc. solely to indicate their current authorized status.

The badge must be used only in the form supplied by Flipper Devices Inc. It must not be altered, redrawn, recolored, animated, cropped, distorted, combined with other elements, or otherwise modified in any way.



**Authorized
Reseller**



**Authorized
Reseller**



**Authorized
Reseller**

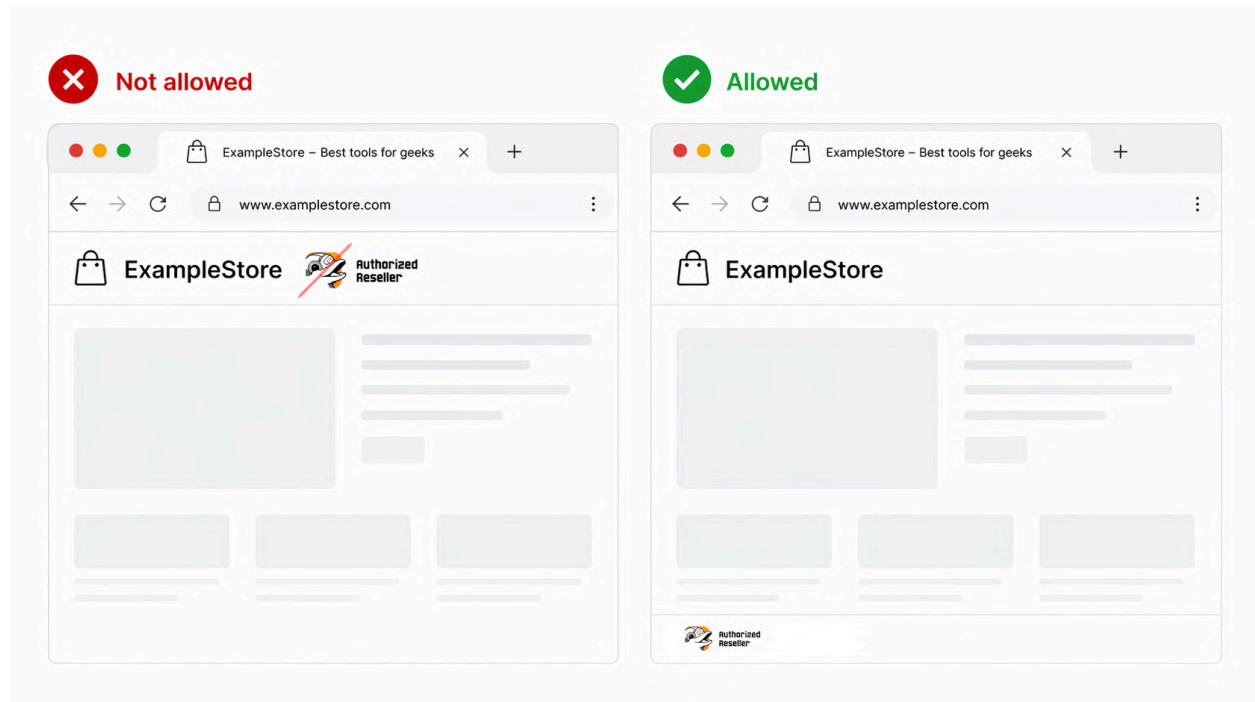


**Authorized
Reseller**

Original files available at: cdn.flipper.net/flipper-authorized-reseller-badge-v1.zip

Badge Positioning

Never display the badge more than once on a single page or piece of content. As a general rule, the badge should appear after the main content.

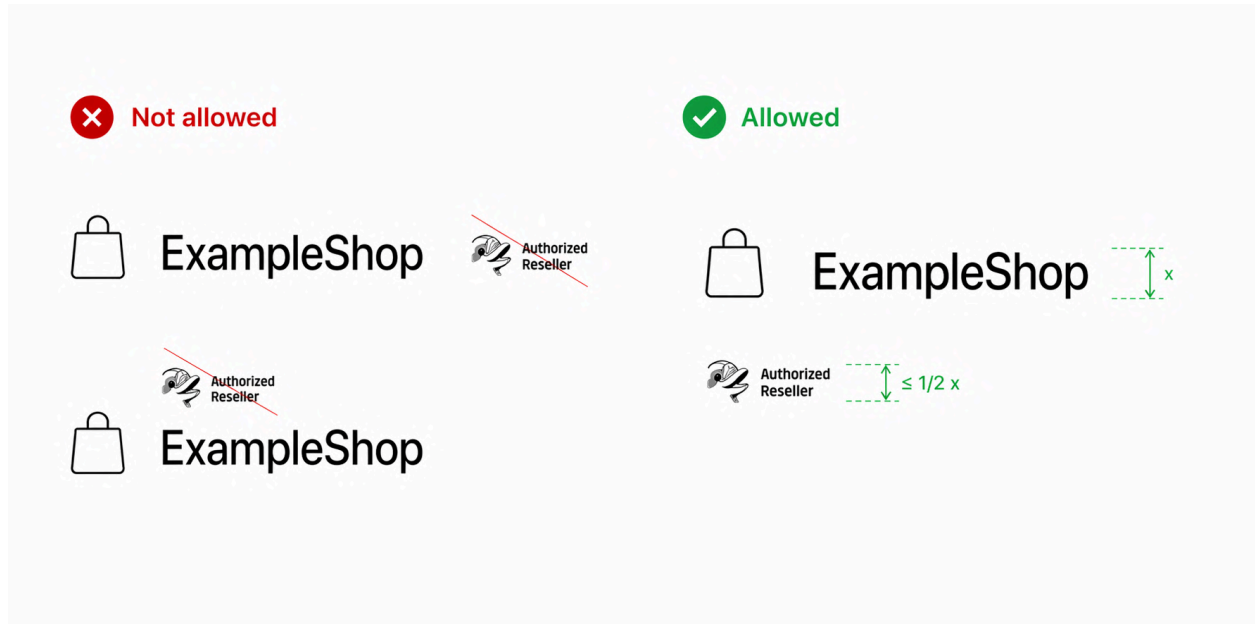


✅ **Allowed placement:** on your website or other customer-facing materials, below the heading block or below the main piece of content.

❌ **Not allowed:** as a contained or integrated part of your business identity, including as part of a logo, website header, social media or marketplace profile picture or avatar, email signature, or other primary branding element.

Badge Sizing

When displayed along with your business identity, the badge must not be placed above or in line with it, and must not be larger than $\frac{1}{2}$ line height of your business name.



Use of the badge does not grant any right to use Flipper Devices logos, trademarks, or other brand elements except as expressly provided in these Guidelines.

Reseller Materials Compliance Check

Authorized Resellers should submit customer-facing materials for review where there is any risk of confusion, misidentification, or non-compliance with these Guidelines.

This includes, without limitation, websites, domain names, marketplace seller pages, social media accounts, profile names, advertisements, promotional materials, badges, and other materials that use Flipper Devices product references or relate to the reseller's authorized status.

Submission for review helps ensure that legitimate Authorized Resellers are properly identified and distinguished from unauthorized or misleading third parties. It also helps reduce the risk of enforcement action being taken against reseller materials that have not yet been reviewed or properly documented.

If unauthorized use of Flipper Devices Inc.'s trademarks, copyrights, or other protected materials is identified, Flipper Devices Inc. may enforce its rights by reporting the issue to platforms, marketplaces, hosting providers, domain registrars, or other relevant service providers, which may result in removal or disabling of the materials.

If submitted materials belong to an Authorized Reseller, Flipper Devices Inc. will, where appropriate, first contact the reseller and request corrective action before escalating the matter to third-party platforms or service providers.

Materials for review and approval should be submitted to:
compliance+flipper@ip.security

Violations and Enforcement

If these Guidelines are violated, Flipper Devices Inc. may require corrective action, removal of content, changes to branding or presentation, or other steps necessary to prevent confusion and protect customers.

Flipper Devices Inc. may revoke Authorized Reseller status and may report violative content or activity to platforms, marketplaces, hosting providers, domain registrars, or other relevant service providers.

Where necessary, Flipper Devices Inc. may take further enforcement action to protect its customers, brand, intellectual property, and official channels.

Contact Information

Questions about these Guidelines, requests for clarification, and approval requests regarding the use of Flipper Devices-related materials should be directed to IP Security Inc., the authorized brand protection representative for Flipper Devices Inc.

Resellers should seek guidance before using any name, visual element, statement, or material that could create confusion or suggest an official connection.

For all compliance questions and approval requests, please contact:
compliance+flipper@ip.security

These Guidelines may be updated from time to time. Continued sale or promotion of Flipper Devices products as an Authorized Reseller requires compliance with the current version of these Guidelines.

Last update: Apr 30th, 2026

Version: 1 (initial)