



Fair Use of the LDBC BENCHMARK trademark

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~~Benchmarking~~ vs. Benchmarking

“Benchmarking” is using claimed benchmarking results for your product, which cannot be compared to results for other products, to boost your marketing story.

The goal of well-defined, technically-demanding **benchmark standards** (TPC, LDBC etc) with a fixed process for **independent auditing** of results including **cost metrics**, is to prevent benchmarking, by enabling true benchmarking.

Background LDBC benchmarks are popular

- More and more data management products which support graph workloads
 - More and more members of LDBC
- LDBC benchmarks used widely for internal product performance testing
 - ❑ Or just to have a useful standard data model for demos, product documentation etc
 - ❑ Sometimes with performance numbers, for white papers, marketing PR and so on
 - ❑ Sometimes including numbers about competitors
 - ❑ **Increasingly, but still only a few, to create true audited test results**
- Tendency for marketing departments to associate product X with the positive reputation of LDBC benchmarks, without having performed audited tests
 - ❑ This creates tension, including among our member companies
- We want “LDBC benchmark result” to mean audited results, and nothing else

LDBC BENCHMARK is a registered trademark

- Or, an application has been filed for registration of that mark
- In Nice Classes 9, 42 and 45*, registered January 2022 in the UK, followed by ...
- China, EU, Japan, USA, and South Korea, Russia, Brazil, India and Canada
- **We will license you** to use the phrase LDBC BENCHMARK to describe the results of *audited LDBC Benchmark tests*
- **We will not pursue you** for infringing our trademark on the phrase LDBC BENCHMARK in other circumstances *iff you use it in accordance with our Fair Use policy.*

* <https://www.wipo.int/classifications/nice/en/>

Benchmark standards from LDBC

- Produced by benchmark task forces, e.g. SNB, SPB: approved by voting members
- Development of the standard includes trial or “standard establishing” audits
- Auditing process and rules are governed by LDBC Byelaws and each standard
- LDBC auditors are certified by LDBC, but LDBC does not certify results
- Only permitted variation in tests is **scale factor**
- Price (cost) metrics introduced by TPC in the 1980s to allow *comparability*
- You cannot include **price/cost metrics** in any report of test results relating to or using LDBC benchmark standards which is not an audited report

The licensing and Fair Use policies

[Policies of LDBC on fair use of LDBC
BENCHMARK trademark agreed by
the Board of Directors on 22 May
2022](#)

Will be added to with precise licence documents, policy documents, possible FAQ etc, but the policies in the BoD resolution linked above are in effect

1. Trademark licensed only for audited results

1. Licence of the LDBC trademarks on the term LDBC BENCHMARK **solely for use in referring to properly audited benchmark results**, published on the LDBC website. Such results will include price metrics, and are the only test results that should be used for product or service comparisons involving tests which refer to draft or approved standard LDBC benchmark specifications.

2. Audited results only from LDBC members

- 2. Only members of LDBC can be test sponsors for audited benchmark tests.

3. No hostile benchmarks

3. Test sponsors must have the written permission of the producer, owner or head licensor of the rights to use, of a product or service that is part of the system under test in an audited benchmark test. The results of a test that is conducted without such permission are, by definition, not LDBC benchmark results.

4. Other works NOT “LDBC benchmark results”

4. **Any other work** that uses or implements (in part or in whole) or is inspired by or derived from one of the LDBC Benchmark Standards, including the publication of benchmark test results that are partial or claim to be complete but are not audited, **must be prominently described in any public statement, publication or forum as not being an LDBC Benchmark result**, and if space permits (for example in press releases, blogs, web pages, white papers, academic papers, etc.) shall be accompanied by a **brief but complete description of the ways and degrees in which the work relates to/departs from/extends/implements LDBC Benchmark Standards, and a description of the work’s purpose.**

5. No comparisons implied or contained

5. Descriptive notices described in point 4) [*applying to works that are not LDBC benchmark results*] are the responsibility of the authors or publishers of the work, and must not imply that the work is in any way endorsed by LDBC. No such work can include price metrics. If the work contains performance or functional test results of any kind then its descriptive notice must make it clear that **the work cannot be used for the purpose of product comparisons** involving tests which refer to draft or approved standard LDBC benchmark specifications.

Questions?



*The graph & RDF
benchmark reference*