



## **Trademark Usage Guidelines For Customers, Licensees and Other Third Parties**

### **O<sub>2</sub>Micro International Limited Philosophy**

O<sub>2</sub>Micro's trademarks are O<sub>2</sub>Micro intellectual property and are important and valuable assets of the company. Trademarks and registered trademarks must be used properly.

Follow these Guidelines for using O<sub>2</sub>Micro trademarks properly in internal and external communications, documents and electronic messages.

### **To Whom Do These Guidelines Apply?**

These Guidelines apply to O<sub>2</sub>Micro employees, customers, licensees, consultants and other third parties.

If you are a LICENSEE of an O<sub>2</sub>Micro trademark or logo, your license agreement that you signed with O<sub>2</sub>Micro *may* have special trademark and logo usage guidelines different than the Guidelines set forth herein. If so, please follow the special guidelines provided to you pursuant to your license agreement. If you are a Licensee, but have been provided no special guidelines, then please follow these.

### **Using O<sub>2</sub>Micro's Trademarks and Logos**

When use is allowed under an applicable written agreement with O<sub>2</sub>Micro, you may refer to O<sub>2</sub>Micro products by their associated O<sub>2</sub>Micro trademarks, so long as such references (a) are truthful, fair, and not misleading, and (b) comply with these Guidelines, which may be modified by O<sub>2</sub>Micro from time to time at O<sub>2</sub>Micro's sole discretion. Specifically:

- Use the appropriate trademark symbol and trademark acknowledgment of O<sub>2</sub>Micro's ownership of the marks and/or logos in question.
- Do not incorporate O<sub>2</sub>Micro trademarks or logos into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to O<sub>2</sub>Micro's marks and logos.
- Do not make unlicensed use of O<sub>2</sub>Micro's licensed logos, such as the O<sub>2</sub>Micro Smart Card Enabled® Logo. Third party use of O<sub>2</sub>Micro logos requires a license or written permission from O<sub>2</sub>Micro. If you are interested in obtaining a license to use an O<sub>2</sub>Micro mark or logo, contact your O<sub>2</sub>Micro marketing or sales representative, or your local O<sub>2</sub>Micro sales office.

### **Using O<sub>2</sub>Micro's Trademarks and Logos Internationally**

To ensure trademarks and logos are consistently used worldwide, all internal and external communications, documents and electronic messages must be reviewed and approved by O<sub>2</sub>Micro Marketing and Communications.

### **Trademarks should be used as Adjectives**

Trademarks are adjectives and should be followed by approved nouns. Because trademarks are not nouns, they should never be pluralized, and they should never be used in the possessive form.

## Trademarks and Brands Approved Nouns List

The Trademarks and Brands Approved Nouns List is continuously updated with new trademark information. If you have questions, please contact [info@o2micro.com](mailto:info@o2micro.com).

## Trademarks and Brands Guidelines on Symbols and Ownership Acknowledgements

Guidelines for the use of trademark symbols and acknowledgements for O<sub>2</sub>Micro's trademarks are as follows:

### Trademark Symbols

- In letters, memos, press releases, white papers, advertising, slides, video, and other multimedia presentations:
  - Properly designate (with ® or ™) all of O<sub>2</sub>Micro's trademarks at the most prominent use (usually a headline) and again on the first occurrence in copy. For the remainder of the piece, the trademark must appear in either all capital letters, or in a font that is different from the surrounding text.
  - In the case of presentation graphics, trademarks should be designated with the proper trademark symbol on each page, and slide.
- In newsletters, magazines, and publications containing multiple articles:
  - Properly designate (with ® or ™) all of O<sub>2</sub>Micro's trademarks on the first occurrence in the Table of Contents, in headlines and on the first occurrence in EVERY article in which they are used. For the remainder of the piece, the trademark must appear in either all capital letters, or in a font that is different from the surrounding text.
- In brochures, annual/quarterly reports, books, technical documentation, and other bound documents:
  - Properly designate (with ® or ™) all of O<sub>2</sub>Micro's trademarks on the first occurrence in the Table of Contents, in headlines, and on the first occurrence in text. For the remainder of the piece, the trademark must appear in either all capital letters, or in a font that is different from the surrounding text.
- In all charts or graphs, properly designate trademarks (with ® or ™), as they could be copied or pulled and used independently.
- In all tag lines incorporating a trademark slogan, e.g. "Phase-on-demand™", or "Breathing Life into Mobility®", always use the trademark symbol in every reference.

### Trademark Acknowledgements

- Properly footnote and acknowledge trademark ownership, preferably identifying O<sub>2</sub>Micro marks as being owned by O<sub>2</sub>Micro International Limited, e.g., Phase-on-demand™ is a trademark or registered trademark of O<sub>2</sub>Micro International Limited or its subsidiaries in the United States and other countries.
  - **Note:** Trademarks and logos licensed by O<sub>2</sub>Micro to you may have specific contractual acknowledgment requirements or other restrictions. Refer to your contract or license for specific requirements.

**Trademarks and registered trademarks of O<sub>2</sub>Micro International Limited:**

AudioDJ®

Battery Crisis Management®

Breathing Life into Mobility®

DigitalLaserTrim™

IntelligentDJ®

Intelligent Inverter®

O<sub>2</sub>Micro® (Text and logo)



O<sub>2</sub>Micro Smart Card Enabled® (Logo)



Phase-on-Demand™

PO<sub>2</sub>WER®

S.A.F.E. TECHNOLOGY®

SmartCardBus®

SmartCardSensing®

SuperDJ®

Ultra Efficient®