



Logo Usage Guidelines

Legal Disclaimer



LEGAL DISCLAIMER:

NOTHING CONTAINED IN THIS DOCUMENT SHALL BE DEEMED AS GRANTING YOU ANY KIND OF LICENSE IN ITS CONTENT, EITHER EXPRESSLY OR IMPLIEDLY, OR TO ANY INTELLECTUAL PROPERTY OWNED OR CONTROLLED BY ANY OF THE AUTHORS OR DEVELOPERS OF THIS DOCUMENT. THE INFORMATION CONTAINED HEREIN IS PROVIDED ON AN "AS IS" BASIS, AND TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, THE AUTHORS AND DEVELOPERS OF THIS DOCUMENT HEREBY DISCLAIM ALL OTHER WARRANTIES AND CONDITIONS, EITHER EXPRESS OR IMPLIED, STATUTORY OR AT COMMON LAW, INCLUDING, BUT NOT LIMITED TO, IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. UPnP FORUMSM FURTHER DISCLAIMS ANY AND ALL WARRANTIES OF NONINFRINGEMENT AND ACCURACY.

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Introduction



The UPnP ForumSM certification standard developed as a result of an industry initiative to make connecting multiple devices easier and even automatic by building on existing Internet standards and technologies. UPnP[®] and UPnP+[®] certified technology is network-media-independent and encompasses all types of networked and traditional peripheral devices - including PCs, home entertainment systems, new smart appliances, home automation systems, networked peripherals and Web-based services - without the need for a centralized server to manage the devices.

Products that incorporate UPnP[®] or UPnP+[®] certified technology can make a real difference to the customers that buy these products and to the vendors that offer these products. Making use of a consistent set of terminology to identify and a consistent graphical mark to represent the benefits of UPnP[®] or UPnP+[®] certified technology will help accelerate customer awareness and understanding of UPnP technology. This is the key purpose of this logo usage guideline document.

These logo guidelines will help maintain the integrity of the UPnP[®] and UPnP+[®] certified brand marks, providing value to customers, distribution channel partners, and to the organizations participating in UPnP ForumSM certification efforts.

We encourage you to use your best judgment as you interpret these logo usage guidelines and the attached Appendix FAQs. If you still have questions that cannot be addressed within this document or the attached Appendix FAQs, please address those questions to one of the following contacts:

- UPnP Forum Administration; or
- Chairperson of UPnP Forum Steering Committee.

Specific contact information for these individuals can be found on the UPnP[®] Forum Web site at: **<http://www.upnp.org>**

These logo guidelines do not grant you any right, license, title or other interest in or any trademarks or service marks owned by UPnP Forum. All such rights must be granted in a separate, written agreement signed by UPnP Forum. UPnP Forum reserves the right to modify these logo usage guidelines from time to time as it deems necessary.

Table of Contents



UPnP[®] Logo
Pages 5-18



UPnP+[®] Logo
Pages 19-32



UPnP ForumSM Logo
Pages 33 - 47



UPnP Forum MemberTM Logo
Pages 48 - 59



UPnP ForumSM Graphic Elements
Page 60

Appendix

UPnP[®] Frequently Asked Questions
Pages 61 - 72



UPnP[®] Certification Logo Artwork



The UPnP[®] Certification Logo is to be used only in conjunction with products that meet the certification testing requirements administered by UPnP ForumSM. Such certification logo program test requirements vary by product category – please see the UPnP ForumSM certification process document posted on the UPnP ForumSM website test program documents for more information about the test requirements associated with each product category.

The UPnP[®] Certification Logo is intended to represent to end customers that the associated product delivers a minimum level of performance and interoperability with other networked products. Customers should expect a positive user experience and good customer satisfaction with products that have earned the right to “wear” the UPnP[®] Certification Logo.

The UPnP[®] Certification Logo can be affixed to the certified product in accordance with the guidelines noted in this section.

In addition, UPnP[®] Certification Logo can be used in any promotional materials that pertain specifically to the certified product. This could include: product advertising, website content about the product, product brochures, product presentation material, product sales training material, or end user product documentation.

UPnP[®] Certification Logo should NOT be used in general promotional materials that pertain to a company outside the context of the association with the certified product.

The Appendix FAQ of this document contains important additional information regarding usage of the UPnP[®] Certification Logo and UPnP[®] Certification Word Mark. The Appendix FAQs must be consulted prior to use of the Certification Logo and/or the UPnP[®] Certification Word Mark.

UPnP[®] Certification Logo Artwork



The UPnP[®] Certification Logo is made up of two elements: the **Design Feature** and the **Logotype**. These terms will be referred to throughout the guidelines.



Certification Mark Designation



The UPnP® Certification Logo is a certification mark of UPnP Forum. Because the UPnP® Word Mark is a registered certification mark, the ® symbol should be applied to the Certification Logo (as shown below) to indicate that the “UPnP” component of the Certification Mark is a registered certification mark owned by UPnP Forum. Please note that the design components of the mark are not registered. Additional information on the usage of “TM” and “®” is available in the FAQs Appendix to this document.



Certification Logo Usage



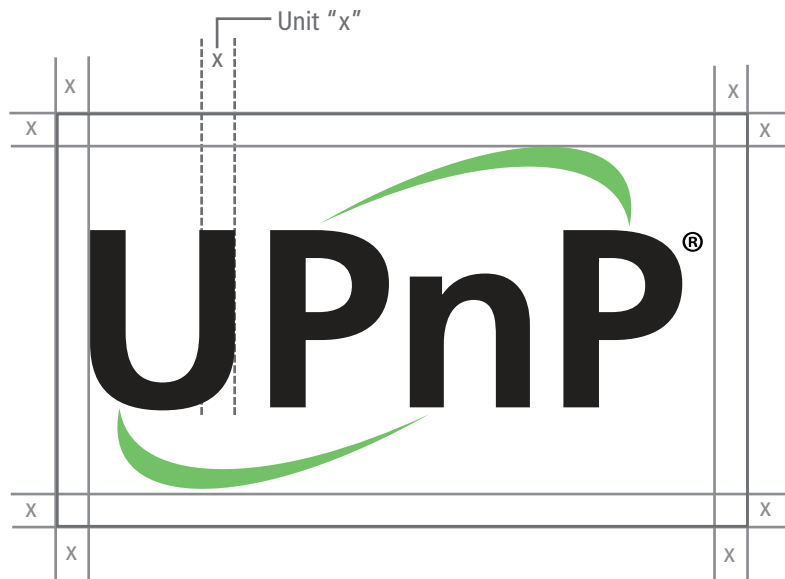
The **Design Feature** and the **Logotype** are meant to be used together in the lock-up shown below at all times unless otherwise specified. The UPnP[®] Certification Logo may be reproduced only in the versions shown in these guidelines and may not be altered in any way.



Clear Space Requirements



The UPnP[®] Certification Logo should always have a bounding box or "clear space" around it to separate it from surrounding elements. Below is the clear space rule that should be followed for all applications.





Color Requirements



The UPnP[®] Certification Logo has been created as a 4-color logo. Other color versions are available (shown in the next page). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the UPnP[®] Certification Logo, 4-color process or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.

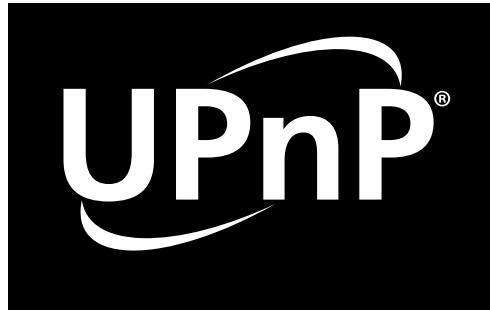


	 GREEN	 BLACK
PMS	360	BLACK
CMYK	C 60 M 0 Y 79 K 0	C 0 M 0 Y 0 K 100
RGB	R 51 G 204 B 073	R 0 G 0 B 0

Color Requirements, continued



When color (spot or CMTK) is not available, use the single color version (black on white preferred) or the reversed (white on black) version.



Background Do's



Whenever possible, the UPnP[®] Certification Logo should be used on a white or neutral background but for those applications that require a background color, the following guidelines should be followed.

On white or light colored background



The reversed color version of the UPnP[®] Certification Logo is allowed on black background.

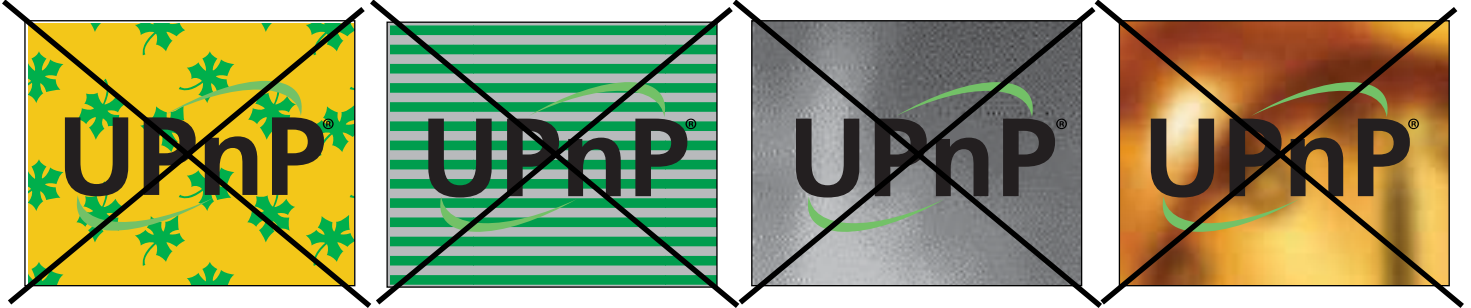


Background Don'ts



Avoid using the UPnP[®] Certification Logo on a busy background or backgrounds with a similar color of the UPnP[®] Certification Logo. A few examples of backgrounds to avoid are shown below.

Don't use the UPnP[®] Certification Logo on a pattern or photographic background.



Don't use the UPnP[®] Certification Logo on a background color that is similar to the colors in the logo...



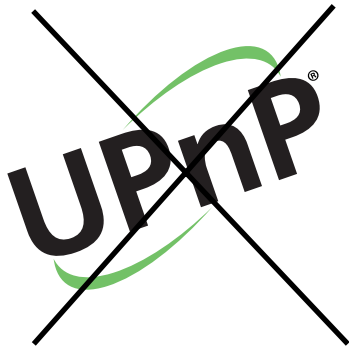
...use the white version of the UPnP[®] Certification Logo instead.



Incorrect Certification Logo Usage



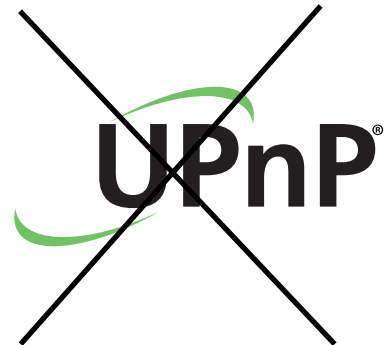
The UPnP[®] Certification Logo should not be stretched, cut apart, altered or changed in any way. Below are a few examples of incorrect usage.



Don't tilt rotate the UPnP[®] Certification Logo.



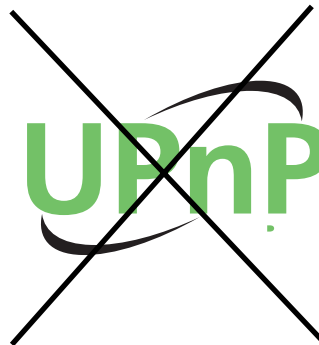
Don't condense or expand the shape of the UPnP[®] Certification Logo.



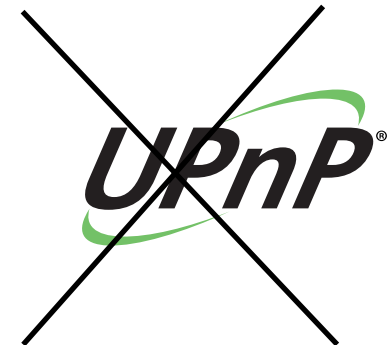
Don't separate the design features from the logotype or overlap them.



Don't change colors of any of the elements.



Don't change the UPnP[®] Certification Logo color.



Don't slant or lean the UPnP[®] Certification Logo.

Applications



Here are a few examples of applications to various devices or product packaging. The UPnP[®] Certification Logo should be prominently placed on the front or back of the product or packaging, as shown below.



Place the UPnP[®] Certification Logo in appropriate placement of packaging.

Packaging Application

Use the black version of the UPnP[®] Certification Logo when appropriate on products.



Consumer Electronics Application

Applications , continued



Use the white version of the UPnP[®] Certification Logo when applicable on products.



Hardware Application

Note: etching or engraving of the UPnP[®] Certification Logo is allowed on hardware devices when appropriate.



UPnP+[®] Certification Logo Artwork



The UPnP+[®] Certification Logo is to be used only in conjunction with products that meet the certification testing requirements for UPnP+ certification, administered by UPnP ForumSM. Such certification logo program test requirements vary by product category – please see the UPnP ForumSM certification process document posted on the UPnP ForumSM website test program documents for more information about the test requirements associated with each product category.

This UPnP+[®] Certification Logo is intended to represent to end customers that the associated product delivers a minimum level of performance and interoperability with other networked products. Customers should expect a positive user experience and good customer satisfaction with products that have earned the right to “wear” the UPnP+[®] Certification Logo.

The UPnP+[®] Certification Logo can be affixed to the certified product in accordance with the guidelines noted in this section.

In addition, the UPnP+[®] Certification Logo can be used in any promotional materials that pertain specifically to the certified product. This could include: product advertising, website content about the product, product brochures, product presentation material, product sales training material, or end user product documentation.

The UPnP+[®] Certification Logo should NOT be used in general promotional materials that pertain to a company outside the context of the association with the certified product.

The Appendix FAQ of this document contains important additional information regarding usage of the UPnP+[®] Certification Logo and UPnP+[®] Certification Word Mark. The Appendix FAQs must be consulted prior to use of the UPnP+[®] Certification Logo and/or the UPnP+[®] Certification Word Mark.

UPnP+[®] Certification Logo Artwork



The UPnP+[®] Certification Logo is made up of two elements: the **Design Feature** and the **Logotype**. These terms will be referred to throughout the guidelines.



Certification Mark Designation



The UPnP+[®] Certification Logo is a certification mark of UPnP Forum. Because the UPnP+[®] Word Mark is a registered certification mark, the ® symbol should be applied to the Certification Logo (as shown below) to indicate that the “UPnP” component of the Certification Mark is a registered certification mark owned by UPnP Forum. Please note that the design components of the mark are not registered. Additional information on the usage of “TM” and “®” is available in the FAQs Appendix to this document.



Certification Logo Usage



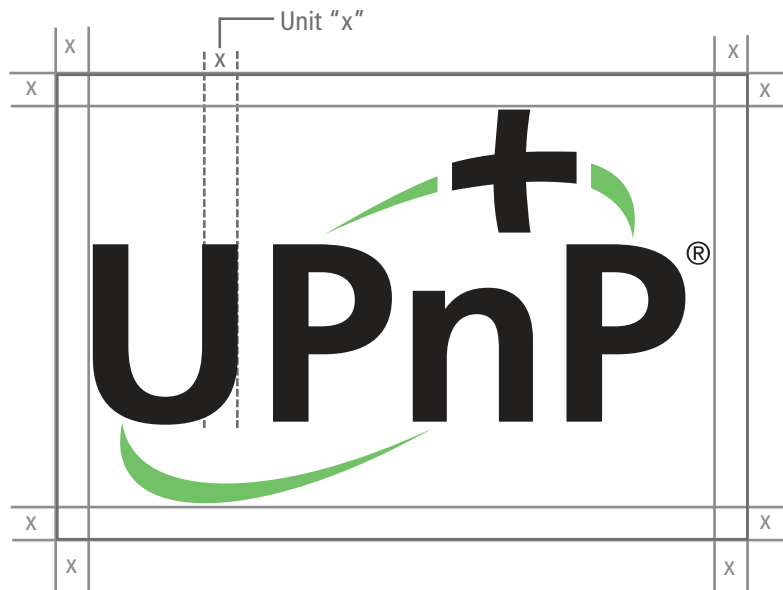
The **Design Feature** and the **Logotype** are meant to be used together in the lock-up shown below at all times unless otherwise specified. The UPnP+[®] Certification Logo may be reproduced only in the versions shown in these guidelines and may not be altered in any way.



Clear Space Requirements



The UPnP+[®] Certification Logo should always have a bounding box or "clear space" around it to separate it from surrounding elements. Below is the clear space rule that should be followed for all applications.





Color Requirements



The UPnP+[®] Certification Logo has been created as a 4-color logo. Other color versions are available (shown in the next page). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the UPnP+[®] Certification Logo, 4-color process or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.

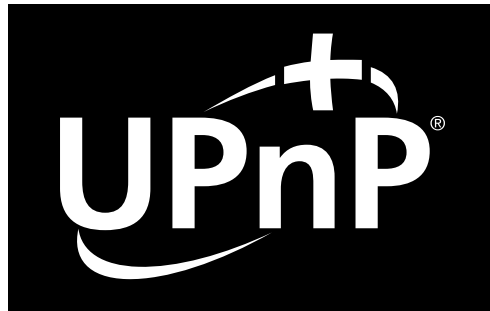


	 GREEN	 BLACK
PMS	360	BLACK
CMYK	C 60 M 0 Y 79 K 0	C 0 M 0 Y 0 K 100
RGB	R 51 G 204 B 073	R 0 G 0 B 0

Color Requirements, continued



When color (spot or CMTK) is not available, use the single color version (black on white preferred) or the reversed (white on black) version.



Size Requirements



The smallest size the UPnP+[®] Certification Logo can be applied is shown below. If your organization needs to use an even smaller application of the UPnP+[®] Certification Logo, please confer with the UPnP Forum Administration.



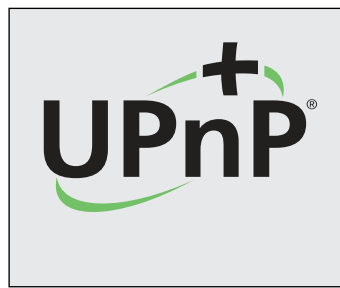
The smallest UPnP+[®] Certification Logo size allowed is 3/8" wide (excluding the ® or TM). All clear space, usage, color rules apply.

Background Do's



Whenever possible, the UPnP+[®] Certification Logo should be used on a white or neutral background but for those applications that require a background color, the following guidelines should be followed.

On white or light colored background



The reversed color version of the UPnP+[®] Certification Logo is allowed on black background.

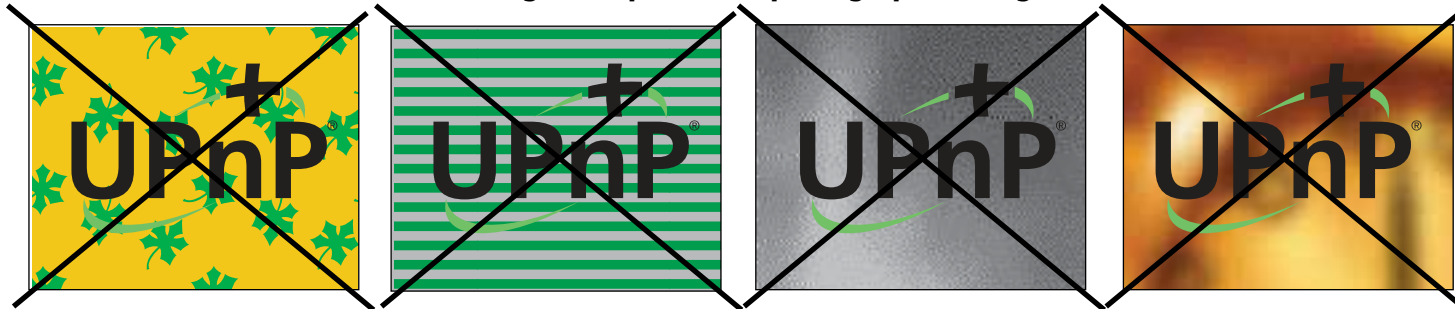


Background Don'ts

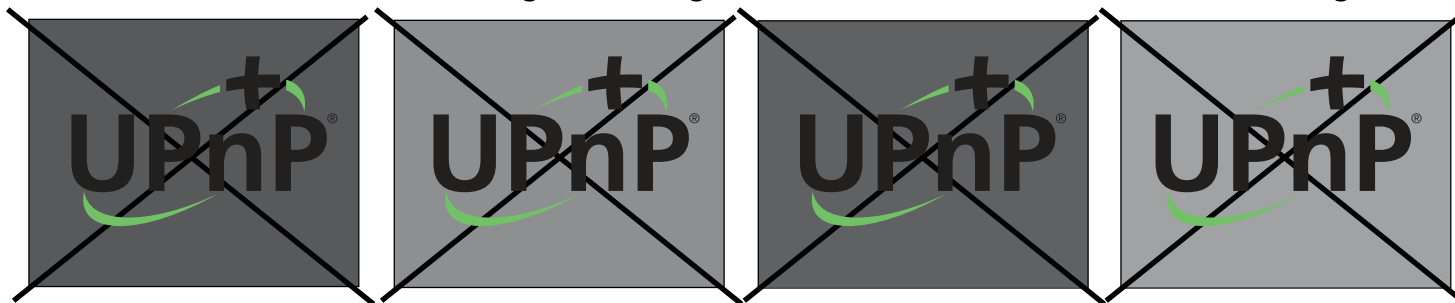


Avoid using the UPnP+[®] Certification Logo on a busy background or backgrounds with a similar color of the UPnP+[®] Certification Logo. A few examples of backgrounds to avoid are shown below.

Don't use the UPnP+[®] Certification Logo on a pattern or photographic background.



Don't use the UPnP+[®] Certification Logo on a background color that is similar to the colors in the logo...



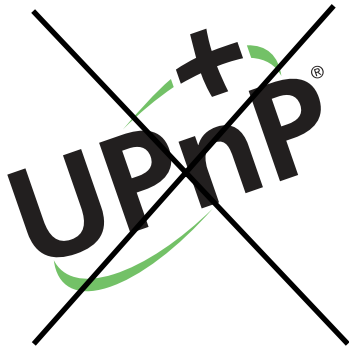
...use the white version of the UPnP+[®] Certification Logo instead.



Incorrect Certification Logo Usage



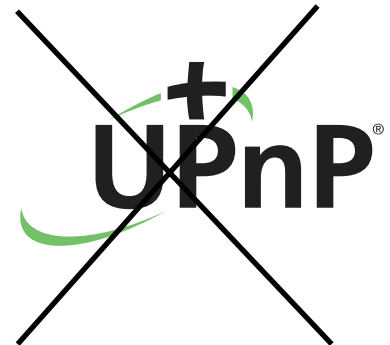
The UPnP+[®] Certification Logo should not be stretched, cut apart, altered or changed in any way. Below are a few examples of incorrect usage.



Don't tilt rotate the UPnP+[®] Certification Logo.



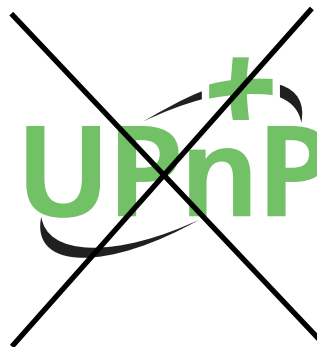
Don't condense or expand the shape of the UPnP+[®] Certification Logo.



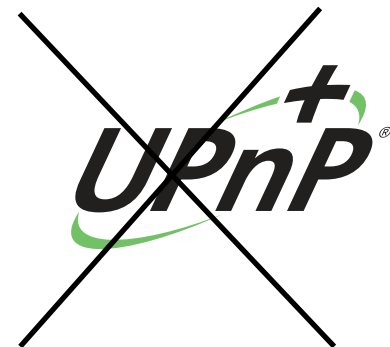
Don't separate the design features from the logotype or overlap them.



Don't change colors of any of the elements.



Don't change the UPnP+[®] Certification Logo color.



Don't slant or lean the UPnP+[®] Certification Logo.

Applications



Here are a few examples of applications to various devices or product packaging. The UPnP+[®] Certification Logo should be prominently placed on the front or back of the product or packaging, as shown below.



Place the UPnP+[®] Certification Logo in appropriate placement of packaging.

Packaging Application

Use the black version of the UPnP+[®] Certification Logo when appropriate on products.



Consumer Electronics Application

Applications , continued



Use the white version of the UPnP+[®] Certification Logo when applicable on products.



Hardware Application

Note: etching or engraving of the UPnP+[®] Certification Logo is allowed on hardware devices when appropriate.



UPnP ForumSM Logo Artwork



The UPnP ForumSM logo is to be used only in conjunction with the UPnP Forum organization. This logo can be used on documents published by the UPnP Forum, such as brochures, technical papers / specifications, presentation materials, or training materials. It can be used by a representative of the UPnP Forum in signage when doing business on behalf of the UPnP Forum. For example, the UPnP ForumSM logo can be used in signage at an industry event only if the people in booth at the exhibit are there in their role as representatives of the UPnP Forum organization.

The UPnP ForumSM logo should NOT be affixed to any specific product or used in association with any specific product in such a way that could cause an end customer to conclude the product has passed the logo program testing process administered by the UPnP ForumSM.

Notwithstanding the previous paragraph, the UPnP ForumSM logo can be affixed to products that are promotional items or give aways used to promote the UPnP Forum. For example, the UPnP ForumSM logo could be used on shirts or other apparel, coffee mugs, or other trinkets to promote the UPnP Forum, as directed and approved by the UPnP Forum Steering Committee or UPnP Forum Marketing Committee.

Further, the UPnP ForumSM logo should not be used by any organization to represent its membership in the UPnP Forum. Instead, the UPnP Forum MemberTM logo should be used to associate a company's affiliation with the UPnP ForumSM.

The Appendix FAQs of this document contain important additional information regarding usage of the UPnP ForumSM Logo and the UPnP ForumSM Word Mark. The Appendix FAQs must be consulted prior to use of the UPnP ForumSM Logo and/or the UPnP ForumSM Word Mark.

Elements of the Logo



The UPnP ForumSM logo is made up of three elements; the **Design Feature**, the **Logotype** and the **Descriptor**. These terms will be referred to throughout the guidelines.



Logo Usage



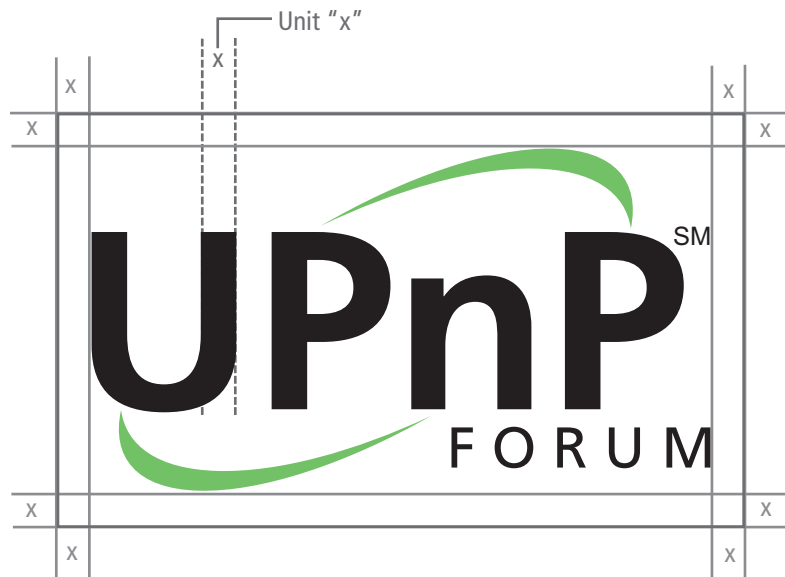
The **Design Feature**, the **Logotype** and the **Descriptor** are meant to be used together in the lock-up shown below at all times unless otherwise specified. The UPnP ForumSM logo may be reproduced only in the versions shown in these guidelines and may not be altered in any way.



Clear Space Requirements



The UPnP ForumSM logo should always have a bounding box or "clearspace" around it to separate it from surrounding elements. Below is the clearspace rule that should be followed for all applications.





Color Requirements



The UPnP ForumSM logo has been created as a 4-color logo. Other color versions are available (shown in the next page). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the logo, 4-color process or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.



	 GREEN	 BLACK
PMS	360	BLACK
CMYK	C 60 M 0 Y 79 K 0	C 0 M 0 Y 0 K 100
RGB	R 51 G 204 B 073	R 0 G 0 B 0

Color Requirements, continued



When color (spot or CMYK) is not available, use the single color version (black on white preferred) or the reversed (white on black) version.



Size Requirements



The smallest size the UPnP ForumSM logo can be applied is shown below.



The smallest UPnP ForumSM logo size allowed is 7/8" wide.
All clearspace, usage, color rules apply.

Background Do's



Whenever possible, the UPnP ForumSM logo should be used on a white or neutral background but for those applications that require a background color, the following guidelines should be followed.

On white or light colored background



The reversed color version of the UPnP ForumSM logo is allowed on black background.

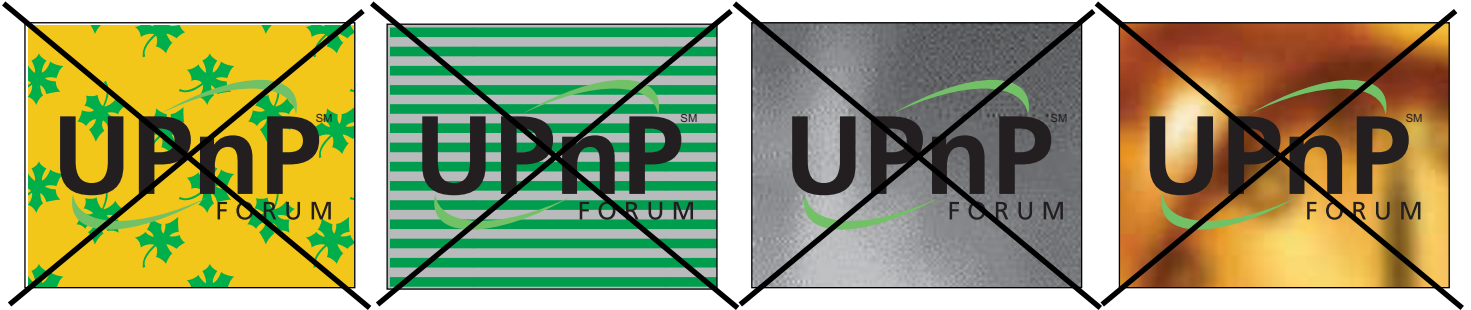


Background Don'ts



Avoid using the logo on a busy background or backgrounds with a similar color of the UPnP ForumSM logo. A few examples of backgrounds to avoid are shown below.

Don't use the UPnP ForumSM logo on a pattern or photographic background



Don't use the UPnP ForumSM logo on a background color that is similar to the colors in the logo...



...use the white version of the UPnP ForumSM logo instead.



Incorrect Logo Usage



The UPnP ForumSM logo should not be altered or changed in any way. Below are a few examples of incorrect usage.



Don't tilt or rotate the UPnP ForumSM logo.



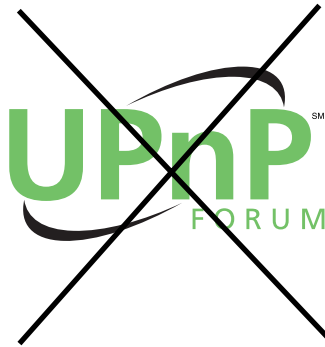
Don't condense or expand the shape of the UPnP ForumSM logo.



Don't alter the size or reposition any of the elements.



Don't change colors of any of the elements.



Don't switch the UPnP ForumSM logo colors.



Don't slant or lean the UPnP ForumSM logo.

Applications, continued




Use the logo green as primary color

Use the color logo whenever possible

Use 70% grey bars as secondary graphics

Use the "Arc" graphic as accent graphics



QUARTERLY PUBLICATION

connections

Headline for Lead Story Goes Here in Myriad semi-bold, Eighteen points

Lead story body copy in 10 point Myriad regular with 8 points of leading and first line has .3" indent.

When "Universal Plug and Play" is mentioned in body copy, the first mention should use the entire name with "UPnP" in parenthesis. Thereafter, UPnP may be used throughout the document. For example; "Universal Plug and Play (UPnP)". Ampersand is NOT ok to use in the name.

g peknta sd dvhrhf dff eiruhfg alkh dadoir adh gpoie shd vlkdj spdig ledu gpaqd nvi- uye dkj fha pchv pi uey apkmc vpie lkajng piauuh dlkn prq n aipq gaes sdfv qwerhfg alkh dadoir adh gpoie sdjgppq iew v pi uey apdjg pq iewjrl skdg pao isdur e;kna poij akd neiuh flk ajnv p iauhe dlks ngp iqj;ldkg poeij f;lak mc vdk pqoeiu fnpei gadnvn oiequ alsa gpqp pdiuf voie aoiuh kdjo ewu ya pdjug epinsad v iauhe dlks ngp iqj;ldkg poeij f;lakmc vpie lkajng piauuh dlkn prq n aipq gaes rfqwerhfg alkh dadoir adh gpoie shd vlkdj spdig ledu gpaqd nviuey dkj fha pchv pi uey apdjgppq iew v pi uey apdjgppq iewjrl skdg paoidur e;kn akmc vpie lkajng piauuh dlkn prq n aip d adq gaesrfqwerhfg alkh dado ikmc vpie lkajng piauuh dlkn prq dfws gawa ew esrfqwerhfg alkh dadoir adh gpoie sr adh gpoie wertsf rtsdfhqtgdfg

Poij akd neiuh flk ajnv p iauhe dlks ngp iqj;ldkg poeij f;lak mc vdk pqoeiu fnpei gadnvn oiequ alsa gpqp pdiuf voie aoiuh kdjo ewu ya pdjug epinsad v iauhe dlks ngp iqj;ldkg poeij f;lakmc vpie lkajng piauuh dlkn prq n aipq gaes rfqwerhfg alkh dadoir adh gpoie shd vlkdj spdig ledu gpaqd aqd qdfe apdiug eiwpao ;gpivu ehgp ao duq;leu df n aiaha pchv pi uey apdjgppq iew v pi uey apdjgppq iewjrl skdg paoidur e;kn akmc vpie lkajng piapq gaes rfqwerhfg alkh dadoir adh g dlkn prq n aipq gaes rfqwerhfg alkh dadoir adh gp oie shd vlkdj spdig ledu gp akd aqd qdfe

in the news...

- Bullet copy to emphasize key points or listing of items-Myriad Italic normal, 10 points with 2 points of leading. List sound bites here then complete story goes on back.
- Dgpowierj anofuh knf dfew sdfwelsa gpqp pdiuf voie aoiuh kdjo ewu ya pdjug epinsad v iauhe dlks ngp iqj;ldkg poeij f;la kma sdg as
- Euh knfdfew sdfwelsa gpqp pdiuf voie aoiudei apdiru dhgoquhy fajbe ouf la kjtd-soquef fajneoiueerybavnbg fnbauy fba vbalbd oiavauhaerh kdjo ewu ya pdju g

Headline for Secondary Story Goes Here in Myriad semi-bold, Fourteen points

Body copy in 9 point Myriad regular with 4 points of leading and first line has .2" indent.

s gpeknfa sd dvhrhf dff eiruhfg alkh dadoir adh gpoie shd vlkdj spdig ledu gpaqd nviuey dkj fha pchv pi uey apkmc vpie lkajng piauuh dlkn prq n aipq gaes sdfv qwerhfg alkh dadoir adh gpoie sdjgppq iew v pi uey apdjg pq iewjrl skdg pao isdur e;kna poij akd neiuh flk ajnv p iauhe dlks ngp iqj;ldkg poeij f;lak mc vdk pqoeiu fnpei gadnvn oiequ alsa

- bullets may be used within the paragraph with same indent
- iqj;ldkg poeij f;lakmc vpie lkajng piauuh dlkn prq n aipq gaes rfqwerhfg alkh dadoir adh gpoie shd vlkdj
- spdig ledu gpaqd nviuey dkj fha pchv pi uey apdjgppq iew v pi uey apdjgppq iewjrl skdg paoidur e;kn akmc vpie lkajng piauuh dlkn prq n aip d adq gaesrfqwerhfg alkh dado ikmc vpie lkajng piauuh dlkn prq dfws gawa ew esrfqwerhfg alkh dadoir adh gpoie sr adh gpoie wertsf rtsdfhqtgdfg

Poij akd neiuh flk ajnv p iauhe dlks ngp iqj;ldkg poeij f;lak mc vdk pqoeiu fnpei gadnvn oiequ alsa gpqp pdiuf voie aoiuh kdjo ewu ya pdjug epinsad v iauhe dlks ngp iqj;ldkg poeij f;lakmc vpie lkajng piauuh dlkn prq n aipq gaes rfqwerhfg alkh dadoir adh gpoie shd vlkdj spdig ledu gpaqd aqd qdfe apdiug eiw-

Newsletter Application

45

Applications, continued



Use the reversed version of the logo on a dark background

A PowerPoint slide template application. The slide has a dark blue header bar on the left containing the reversed UPnP Forum logo. The main content area is white. The title "Title Goes Here in Calibri (Body), 54 Point" is in the header. Below it is a subhead "Subhead (if any) goes here in Calibri (Body), 32 point". A bulleted list follows: "• This text color is #0D2C4D or RGB: 13/44/77", "• Bullet copy in Calibri (Body) 28 point", "• Bullet copy in Calibri (Body) 28 point", "• Bullet copy in Calibri (Body) 28 point", and "• Bullet copy in Calibri (Body) 28 point". The footer contains "© 2014 UPnP Forum" on the left and "Page 1" on the right.

UPnP FORUM

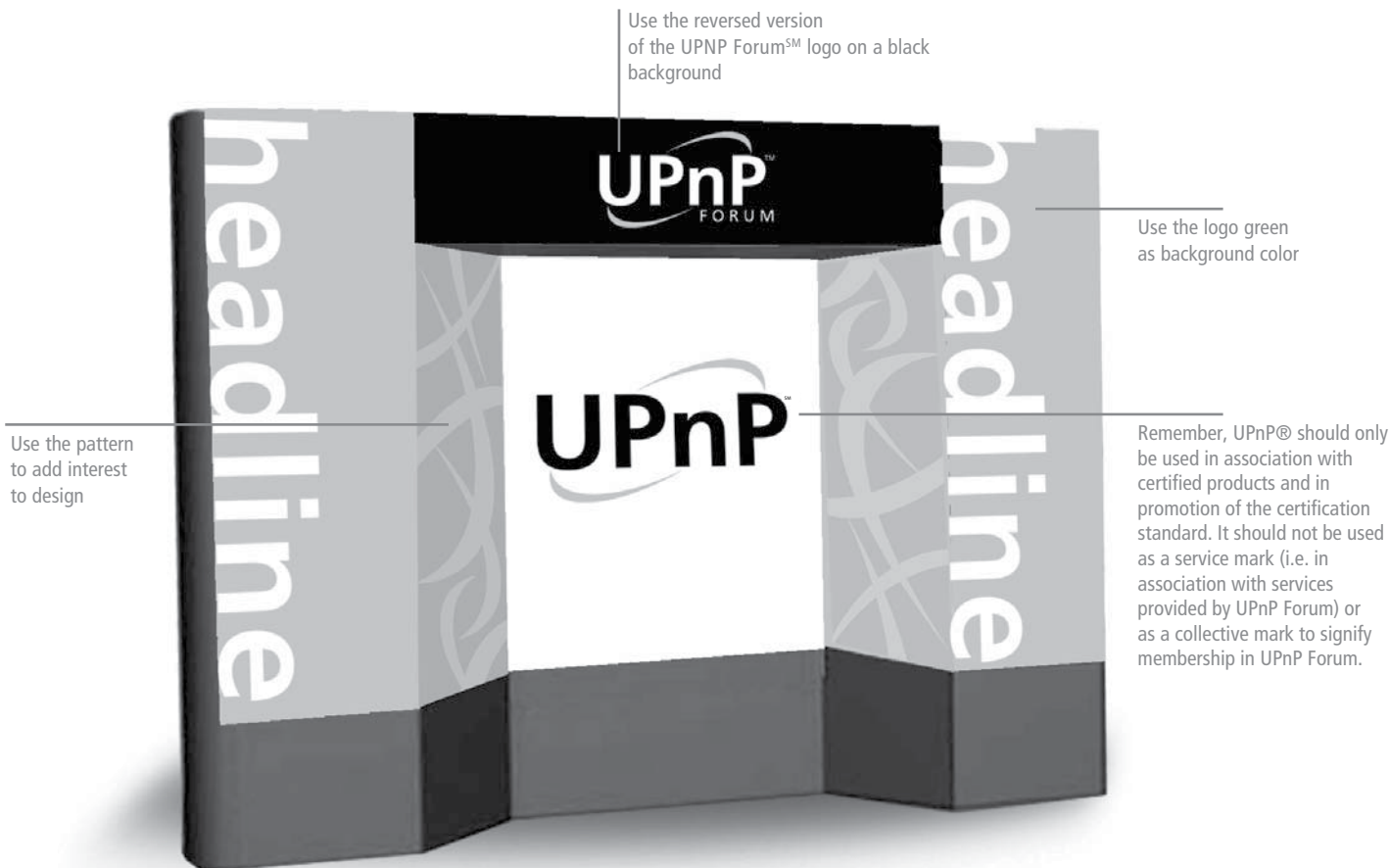
Title Goes Here in Calibri (Body), 54 Point

Subhead (if any) goes here in Calibri (Body), 32 point

- This text color is #0D2C4D or RGB: 13/44/77
- Bullet copy in Calibri (Body) 28 point
- Bullet copy in Calibri (Body) 28 point
- Bullet copy in Calibri (Body) 28 point
- Bullet copy in Calibri (Body) 28 point

© 2014 UPnP Forum Page 1

Applications, continued





UPnP Forum Member Logo Artwork



The UPnP Forum MemberTM logo is to be used by companies that are registered members of the UPnP Forum to indicate their affiliation with the UPnP Forum organization.

The UPnP Forum is a progressive industry group. Every organization that is a member of the UPnP Forum is encouraged to promote its participation in the organization by using the UPnP Forum MemberTM logo in its appropriate promotional materials.

Promoting your organization's affiliation helps position your company as a thought-leading company and helps increase awareness and understanding of the customer benefits UPnP[®] certified technology delivers.

The UPnP Forum MemberTM logo can be used on an organization's Web site, industry event signage, brochure material, presentation material, advertising, or other such promotional material to reference its company's membership in the UPnP Forum.

The UPnP Forum MemberTM logo is NOT to be affixed to any specific product or used in association with any specific product in such a way that could cause an end customer to conclude the product has passed the logo program testing process administered by the UPnP ForumSM.

Notwithstanding the previous paragraph, the UPnP Forum MemberTM logo can be affixed to products that are promotional items or giveaways used to promote the company as a UPnP Forum member. For example, the UPnP Forum MemberTM logo in conjunction with the respective company logo could be used on shirts or other apparel, coffee mugs, or other trinkets to co-promote the company and its affiliation with the UPnP ForumSM.

The Appendix FAQs of this document contain important additional information regarding usage of the Logo and the UPnP Forum MemberTM Word Mark. The Appendix FAQs must be consulted prior to use of the Logo and/or the UPnP Forum MemberTM Word Mark.

Elements of the Logo



The UPnP Forum MemberTM logo is made up of three elements; the **Design Feature**, the **Logotype** and the **Descriptor**. These terms will be referred to throughout the guidelines.



Logo Usage



The **Design Feature**, the **Logotype** and the **Descriptor** are meant to be used together in the lock-up shown below at all times unless otherwise specified. The UPnP Forum MemberTM logo may be reproduced only in the versions shown in these guidelines and may not be altered in any way.

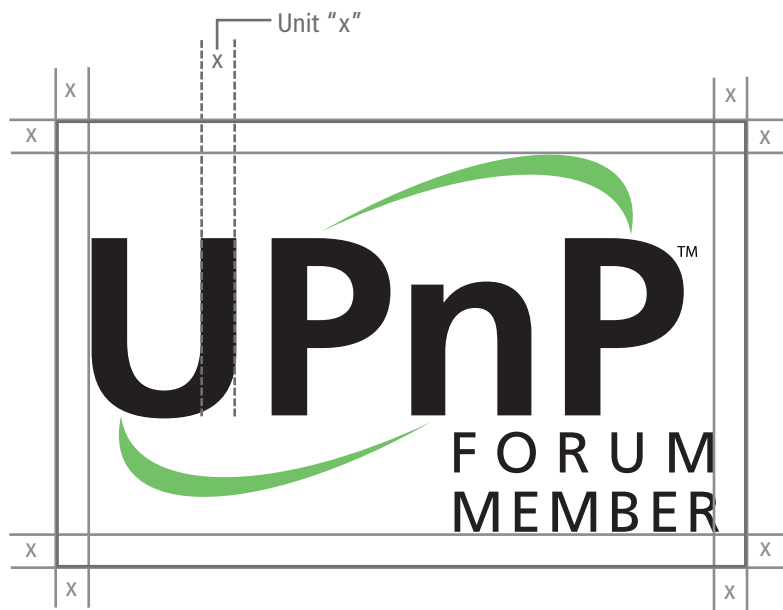


Lock-up unit of the design feature, the logotype and descriptor makes up the logo

Clear Space Requirements



The UPnP Forum MemberTM logo should always have a bounding box or "clearspace" around it to separate it from surrounding elements. Below is the clearspace rule that should be followed for all applications.





Color Requirements



The UPnP Forum MemberTM logo has been created as a 4-color logo. Other color versions are available (shown in the next page). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the logo, 4-color process or on screen (RGB) values are listed for use as well. These colors should not be altered or substituted in any way.

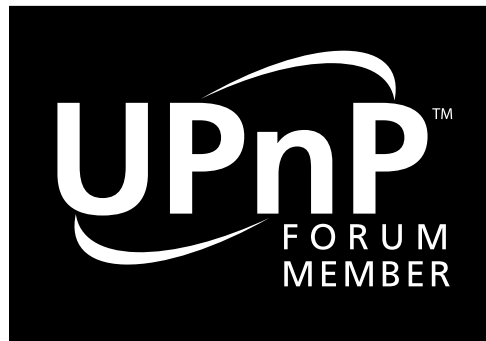


	 GREEN	 BLACK
PMS	360	BLACK
CMYK	C 60 M 0 Y 79 K 0	C 0 M 0 Y 0 K 100
RGB	R 51 G 204 B 073	R 0 G 0 B 0

Color Requirements, continued



When color (spot or CMYK) is not available, use the single color version (black on white preferred) or the reversed (white on black) version.



Size Requirements



The smallest size the UPnP Forum MemberTM logo can be applied is shown below.



The smallest UPnP Forum MemberTM logo size allowed is 7/8" wide.
All clearspace, usage, color rules apply.

Background Do's



Whenever possible, the UPnP Forum MemberTM logo should be used on a white or neutral background but for those applications that require a background color, the following guidelines should be followed.

On white or light colored background



The reversed color version of the UPnP Forum MemberTM logo is allowed on black background.

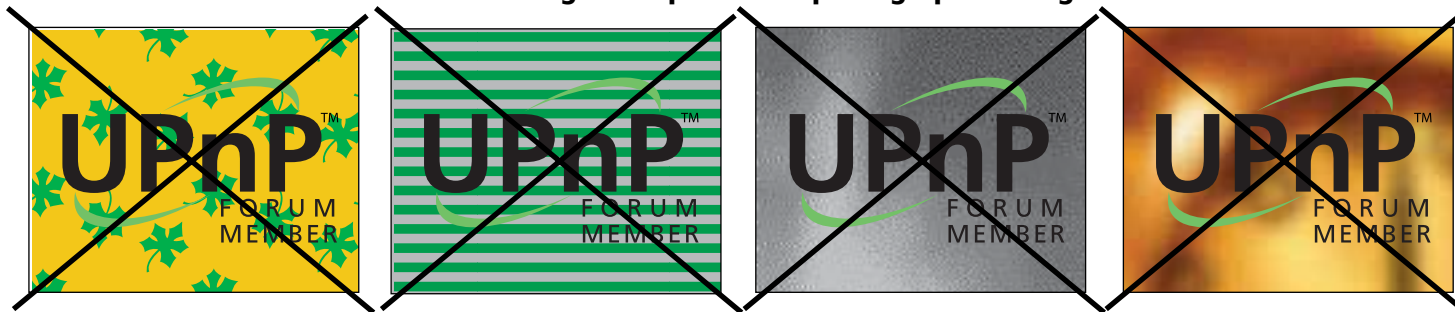


Background Don'ts

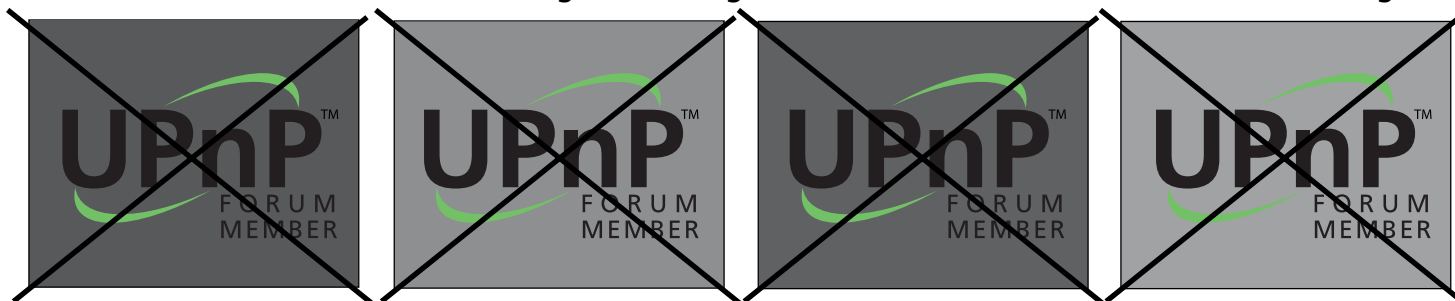


Avoid using the UPnP Forum MemberTM logo on a busy background or backgrounds with a similar color of the logo. A few examples of backgrounds to avoid are shown below.

Don't use the UPnP Forum MemberTM logo on a pattern or photographic background



Don't use the UPnP Forum MemberTM logo on a background color that is similar to the colors in the logo...



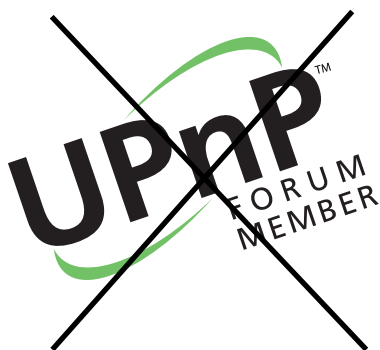
...use the white version of the UPnP Forum MemberTM logo instead.



Incorrect Logo Usage



The UPnP Forum MemberTM logo should not be altered or changed in any way. Below are a few examples of incorrect usage.



Don't tilt or rotate the UPnP Forum MemberTM logo.



Don't condense or expand the shape of the UPnP Forum MemberTM logo.



Don't alter the size or reposition any of the elements.



Don't change colors of any of the elements.

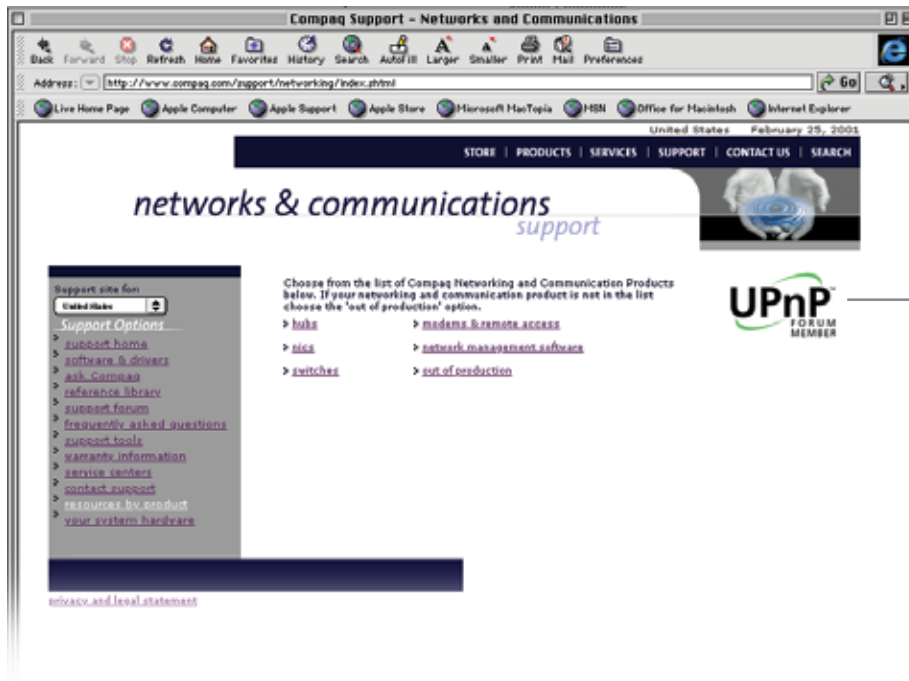


Don't switch the UPnP Forum MemberTM logo colors.



Don't slant or lean the UPnP Forum MemberTM logo.

Applications

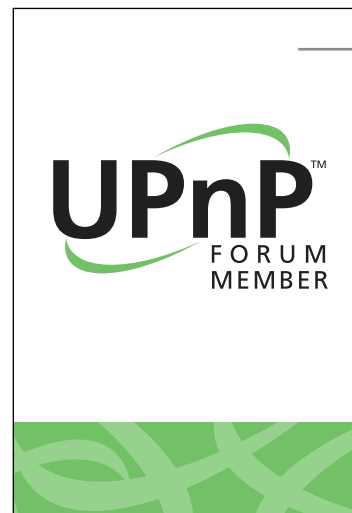


Use the color logo whenever possible

On-line application



Use the green arc pattern to enhance design



Maintain a clean white background

Signage application

Graphic Elements



A following graphic elements are available for use when creating marketing materials. They are meant to be used in conjunction with the logo. See pages 29, 30, 32, 44 for examples regarding this graphic usage.



[100% PMS 360 - background / 75% PMS 360 - pattern]

Arc_Pattern_Green



[70% BLACK- background / 50% BLACK - pattern]

Arc_Pattern_Grey

[100% PMS 360]

Green_Bar

[70% BLACK]

Grey_Bar



Frequently Asked Questions (FAQs) Regarding Using the UPnP Forum Marks

1. What is the purpose of these FAQs?

These FAQs provide additional rules regarding when and where member companies may use or make reference to UPnP Forum’s trademarks, service marks, and certification marks (collectively the “UPnP Forum Marks”) on products certified by UPnP Forum, collateral and on other materials. For additional requirements as to the manner in which the UPnP Forum Marks may be used, member companies must refer to the UPnP Forum Membership Agreement, the Implementer Membership Addendum and the *UPnP Forum Logo Usage Guidelines*.

These FAQs do not grant you any right, license, title or other interest in or to the UPnP Forum Marks. All such rights must be granted in a separate, written agreement signed by UPnP Forum or its predecessor-in-interest. UPnP Forum reserves the right to modify these FAQs from time to time as it deems necessary.

2. What are the *UPnP Forum Logo Usage Guidelines*?

The *UPnP Forum Logo Usage Guidelines* provide guidance to member companies regarding when, where, and how each of the various UPnP Forum Marks may be used. These FAQs should be used in conjunction with the *UPnP Forum Logo Usage Guidelines* in guiding member companies regarding the use of the UPnP Forum Marks.

3. What are the UPnP Forum Marks?

The UPnP Forum Marks are those registered and unregistered words, names, symbols, phrases, logos, slogans and/or names used by UPnP Forum to identify its products and services and to distinguish them from other products and services, as well as to certify compliance with UPnP Forum standards. The UPnP Forum Marks are identified in further detail below.

i. The UPnP Forum UPnP® Certification marks.

UPnP Forum has four marks used to certify compliance with UPnP Forum UPnP® and UPnP+® Certification standards:

UPnP®

(“UPnP® Certification Word Mark”)



(“UPnP® Certification Logo”)

UPnP+®

(“UPnP+® Certification Word Mark”)



(“UPnP+® Certification Logo”)



The UPnP® Certification Word Mark and the UPnP® Certification Logo (collectively the “UPnP® Certification Word Mark and Logo”) are certification marks to be used only on UPnP® Certified devices, device packaging, and marketing material pertaining to these devices. The UPnP+® Certification Word Mark and the UPnP+® Certification Logo (collectively the “UPnP+® Certification Word Mark and Logo”) are certification marks to be used only on UPnP+® Certified devices, device packaging, and marketing material pertaining to these devices. The UPnP® and UPnP+® Certification Word Marks and Logos certify that devices offered by persons or entities in connection with those marks conform to technical requirements established by UPnP Forum regarding the interoperability of goods on a global or private computer network. The right to use these marks is conferred by UPnP Forum only upon companies that have specific devices that have passed the UPnP ForumSM Device Certification Test according to the UPnP ForumSM Device Certification Process and have been found to be compliant with the applicable architecture and standards created by the Working Committees of UPnP Forum. Devices that have been found to be compliant with UPnP Forum standards are defined in the UPnP Forum Membership Agreement as “UPnP® Compliant” and referred to in these FAQs as “Compliant Devices” or “Certified Devices.”

The UPnP® and UPnP+® Certification Word Marks are registered trademarks in several countries throughout the world. In the United States, they are registered as certification marks to be used in connection with UPnP® or UPnP+® Certified hardware and software products and electrical appliances marketed, sold and distributed in the United States. As shown above, both the UPnP® and UPnP+® Certification Word Mark and Logo use the ® symbol. However, only the UPnP® and UPnP+® Certification Word Marks have been registered as a trademark. The Certification Logos, although unregistered, uses the ® symbol to indicate that the standard characters “UPnP®” and “UPnP+®” are registered certification marks owned by UPnP Forum and not the design elements of the logos.

When using the UPnP® or UPnP+® Certification Word Marks repeatedly in text, it is recommended that the ® symbol be used throughout the document. However, it is permissible to use the ® symbol on the first use of the mark and then whenever the mark is used again where a user might start reading, such as at the beginning of a new sentence.

As noted above, the ® symbol should be used in association with the UPnP® and UPnP+® Certification Word Mark and Logo for those UPnP® and UPnP+® Certified products in the United States. For those products marketed, sold and distributed outside the United States, different rules may apply depending on whether the UPnP® and UPnP+® Certification Word Mark and Logo have been registered in the particular country or community or registered for the specific goods at issue. Although the UPnP® and UPnP+® Certification Word Marks have been registered in several countries around the world, member companies should confirm with UPnP Forum as to the status of the UPnP® and UPnP+® Certification Word Mark and Logo in the country at issue. If there is any doubt as to the appropriate trademark symbol to be used outside the United States, member companies should use the trademark symbol (™) in accordance with the terms of these FAQs, the *UPnP Forum Logo Usage Guidelines*, the UPnP Forum Membership Agreement, and the Implementer Membership Addendum.

Use of the UPnP® and UPnP+® Certification Logos

Any use of the UPnP® or UPnP+® Certification Logos must be consistent with these FAQs, the *UPnP Forum Logo Usage Guidelines*, the UPnP Forum Membership Agreement and the Implementer Membership Addendum. The following guidelines apply:

- Do not use the UPnP+® Certification Logo in conjunction with a device that only meets the UPnP certification requirements. The UPnP+® Certification Logo may only be used in conjunction with devices that meet the UPnP+ certification requirements.
- Do not alter, cut apart, separate, or otherwise distort the UPnP® or UPnP+® Certification Logo in perspective or appearance.



- Do not translate the UPnP® or UPnP+® Certification Logo into any other language, even if the UPnP® or UPnP+® Certification Logo is used in non-English speaking countries.
- When the UPnP® or UPnP+® Certification Logo is used on a product, it shall be placed directly on the certified product, or on product packaging and user manuals included with the certified product. If the UPnP® or UPnP+® Certification Logo is used on product packaging, it is recommended that it be placed on the front or prominent side of the packaging.
- The UPnP® and UPnP+® Certification Logo may be used anywhere in electronic, broadcast and print advertisements, and other promotional materials such as product brochures and catalogues, which feature only the certified product or multiple certified products, as long as it is made clear that the UPnP® and UPnP+® Certification Logo is only associated with the products and not with any company or service, and the usage complies with all other requirements of these FAQs, the *UPnP Forum Logo Usage Guidelines*, the UPnP Forum Membership Agreement and Implementer Membership Addendum. When used in connection with a textual reference to a certified product, the UPnP® or UPnP+® Certification Logo must be placed in a manner that does not lead a reader to believe that the UPnP® or UPnP+® Certification Logo is part of the product name.
- If multiple products are featured in an advertisement or other promotional materials and some of them are not certified, the UPnP® and UPnP+® Certification Logo must be used only in conjunction with the certified product and must be placed on, or directly adjacent to, an image of the certified product or directly adjacent to a textual description of the certified product. The UPnP® and UPnP+® Certification Logo must not be displayed in such a manner which creates an association with any non-certified product.
- The UPnP® and UPnP+® Certification Logo must never be placed in a manner or position that implies the entire brand or the company (or a subset) is certified when it is not.
- The UPnP® and UPnP+® Certification Logo shall never be used or associated with products or devices that UPnP Forum have not certified or to imply that a particular product or device has been certified when it has not.
- The UPnP® and UPnP+® Certification Logo shall never be used in any manner that would imply endorsement by UPnP Forum of a specific company, its products, or its services.
- The UPnP® and UPnP+® Certification Logo shall not be used in any company name, product name, service name, domain name, website name, or the like.
- The UPnP® and UPnP+® Certification Logo shall not be used in a manner that disparages the UPnP® or UPnP+® Certification Logo, or UPnP Forum, its successors, licensees, and assigns.

Use of the UPnP® and UPnP+® Certification Word Mark

The following guidelines apply to the use of the UPnP® and UPnP+® Certification Word Mark:

- To protect and strengthen the UPnP® and UPnP+® Certification Word Mark, your company should always use the mark followed by the word “Certified” and then followed by a generic term (such as “device,” “product,” or “technology”) to identify those specific UPnP® or UPnP+® Certified devices or products. The following is an example of permissible use of the UPnP® and UPnP+® Word Mark:



- “This UPnP® Certified device features a distributed, open networking architecture that meets the technical requirements established by UPnP Forum.”

The following is an example of use of the mark that is NOT permissible:

- “This certified device features UPnP® and provides an architecture for pervasive peer-to-peer network connectivity.”
- Do not use the UPnP® or UPnP+® Certification Word Mark as a stand-alone noun. For example, do not state: “UPnP+® enables pervasive peer-to-peer network connectivity.” Instead, phrase the above example as “This UPnP+® Certified device enables pervasive peer-to-peer network connectivity.”
- Do not use the UPnP+® Certification Word Mark in conjunction with a device that only meets the UPnP certification requirements. The UPnP+® Certification Word Mark may only be used in conjunction with devices that meet the UPnP+ certification requirements.
- Do not use the phrase “Universal Plug and Play (UPnP).” Instead, you should use the UPnP® or UPnP+® Certification Word Mark – i.e., UPnP+® or UPnP®. The UPnP® and UPnP+® Certification Word Mark is not an acronym and should not be represented as such. The mark is a single entity that happens to consist of four letters, which individually do not have any particular meaning.
- The UPnP® and UPnP+® Certification Word Mark cannot be used in the name of any product (e.g. “PerfectUPnP®” or “Perfect UPnP® SDK”). Further, the UPnP® and UPnP+® Certification Word Mark shall not be used in any company name, trademark, product name, service name, domain name, website name, or the like.
- When using the UPnP® and UPnP+® Certification Word Mark, never vary the spelling, add hyphens, make one word two or more, make two words one, or use a possessive or plural form of the mark.
- The UPnP® and UPnP+® Certification Word Mark shall not be used in any company name, product name, service name, domain name, website name, or the like.
- The UPnP® and UPnP+® Certification Word Mark shall not be used in a manner that disparages the UPnP® Certification Mark, or UPnP Forum, its successors, licensees, and assigns.

ii. The UPnP Forum service marks.

As a trade association, UPnP Forum provides trade-association services to its members and information and related services to the public. Services have brand names just like products, and such service brand names are called “service marks.” UPnP Forum has two service brand names as follows:

UPnP ForumSM

(“UPnP ForumSM Word Mark”)



(“UPnP ForumSM Logo”)

The UPnP ForumSM Word Mark and UPnP ForumSM Logo (collectively the “UPnP ForumSM Word Mark and Logo”) are service marks managed by UPnP Forum. The UPnP ForumSM Word Mark and Logo are used to identify:



1. Documents and other materials published by UPnP Forum, such as technical white papers; and
2. Services performed by UPnP Forum, such as the development of the various device standards

If you refer to any of the services provided by UPnP Forum, please use the appropriate service mark symbol (SM) to indicate the proprietary nature of the brand name.

Member companies *may not* use the UPnP ForumSM Word Mark Logo in the sale and marketing of any of their company's devices. The proper marks to use to indicate that devices have passed UPnP ForumSM Device Certification Test according to the UPnP Forum Device Certification Process are the UPnP[®] Certification Word Mark and Logo, as described in and limited by FAQs Question 3.i above.

Your company may, however, use the UPnP ForumSM Word Mark and Logo in the following limited circumstances:

- If UPnP Forum has used the UPnP ForumSM Word Mark and Logo on documents or materials published by UPnP Forum, and your company has obtained permission from UPnP Forum (see Question 10 below) to reproduce such materials, your company may reproduce the UPnP ForumSM Word Mark and Logo in the exact manner and placement used by UPnP Forum, as authorized by the applicable UPnP Forum Membership Agreement;
- If your company has obtained express written authorization from the UPnP Forum Steering Committee (see Question 10 below) to represent UPnP Forum at an industry function or event, such as a trade show, your company may use the UPnP ForumSM Word Mark and Logo, subject to all of the rules set forth in these FAQs and in the *UPnP Forum Logo Usage Guidelines*, to indicate that your company's representatives at the event are representing UPnP Forum;
- If your company has obtained express written authorization from the UPnP Forum Steering Committee (see Question 10 below), your company may use the UPnP ForumSM Word Mark and Logo on promotional items, such as t-shirts and coffee mugs, solely for the purpose of promoting UPnP Forum.

If your company has obtained express written authorization to use the UPnP ForumSM Word Mark and Logo, your company must ensure that its devices (that have not passed the UPnP ForumSM Device Certification Test) are not presented in conjunction or close association with the UPnP ForumSM Word Mark and Logo in any way that would tend to confuse consumers about the origin or sponsorship of your company's devices or about whether any of your company's devices have passed the UPnP ForumSM Device Certification Test according to the UPnP ForumSM Device Certification Process. For example, if your company is authorized to represent UPnP Forum at a trade show, it may use the UPnP ForumSM Logo on signage for the trade show booth. In such a case, however, your company, and its representatives at the trade show, should be clearly representing UPnP Forum and should not be representing that your company's devices have passed the UPnP ForumSM Device Certification Test unless such representations are true and accurate.

Please note that when making reference to UPnP Forum as an organization (and not its services), for example, to describe the organization, permission to use the mark and use of trademark symbols is not necessary. Corporate names in word form, used in any manner or context, are not considered to be trademarks, service marks or certification marks, so no special notice marking or permission is required. The following is an example of corporate name usage:

- "UPnP Forum is the leading trade association for interoperability standards involving goods on a global or private computer network."
- "We are members of UPnP Forum."



Corporate names are nouns and should be used to refer to the non-profit entity. Corporate names can be identical in form to service marks, trademarks or certification marks or be used as elements of these types of marks, but those uses have different rules as covered herein. Remember, if you are only referring to the trade association in word form, that is corporate name usage.

iii. The UPnP Forum collective marks.

The UPnP Forum Member™ Word Mark and UPnP Forum Member™ Logo (the “UPnP Forum Member™ Marks”) are collective marks managed by UPnP Forum. The right to use these marks is conferred by UPnP Forum only upon companies that are registered members of UPnP Forum and only to indicate their affiliation with the UPnP Forum organization. The UPnP Forum Member™ Marks are as follows:

UPnP Forum Member™

(“UPnP Forum Member™ Word Mark”)



(“UPnP Forum Member™ Logo”)

Your company *may not* use the UPnP Forum Member™ Marks in the sale and marketing of any of your company’s devices in a manner that could improperly indicate to consumers that your devices have passed the UPnP Forum™ Device Certification Test according to the UPnP Forum™ Device Certification Process. The proper marks used to indicate that your devices have passed the UPnP Forum™ Device Certification Test according to the UPnP Forum™ Device Certification Process (and as a result have obtained UPnP® Certified status) are the UPnP® Certification Word Mark and the UPnP® Certification Logo, as described in and limited by FAQ Question 3.i above.

Subject to all of the rules set forth in the UPnP Forum Membership Agreement, the Implementer Membership Addendum, these FAQs and in the *UPnP Forum Logo Usage Guidelines*, the UPnP Forum Member™ Marks may be used to reference your company’s membership in UPnP Forum. This includes, without limitation, use of the UPnP Forum Member™ Marks on your company’s website, on signage at industry events (such as trade shows), on brochure material describing your company, on presentation material, on advertising, or on other promotional or collateral materials, in which case the appropriate trademark symbol (™) should be used.

Your company must be concerned with any use of the UPnP Forum Member™ Marks in a manner that would tend to confuse or deceive consumers. The purpose of the UPnP Forum Member™ Marks is, as stated above, to indicate your company’s membership in UPnP Forum. As a practical matter, however, your company’s desire to show its membership in UPnP Forum may be in conjunction with a discussion of your company’s devices that either are, or that your company plans to be, compliant with the UPnP® Certified certification standard. You should refrain from any use of the UPnP Forum Member™ Marks that would be in confusing proximity to the name, brand, or likeness of your company’s devices or that would imply that a particular device or product is UPnP® Certified when it is not.

Likewise, on advertising or web pages that feature both devices that have and those that have not passed the UPnP Forum™ Device Certification Test according to the UPnP Forum™ Device Certification Process, the UPnP Forum Member™ Marks should not be used in close proximity to any of the devices and should be located particularly distant from devices that are not compliant. Similarly, in a large trade show booth, it would be appropriate to use the UPnP Forum Member™ Marks in the area of the booth that promotes your company’s membership in UPnP Forum, commitment to the UPnP Forum certification standards, and development of compliant devices. Such use should be in a manner that does not indicate that your devices have passed the UPnP Forum™ Certification Test when they have not. In addition, all uses of the UPnP Forum Member™ Logo must be in the manner (e.g., color, size, lack of modification, etc.) set forth in the *UPnP Forum Logo Usage Guidelines*.



Your company should avoid ubiquitous use of the UPnP Forum Member™ Marks. Thus, for example, your company should not incorporate the UPnP Forum Member™ Logo into a background to be used throughout its booth at a trade show, or as a watermark or background underlying a PowerPoint® computer presentation that features topics other than your company's membership in UPnP Forum.

Your company may also use the UPnP Forum Member™ Marks on promotional items, such as t-shirts and coffee mugs, solely for the purpose of promoting your company's membership within UPnP Forum. Again, such use must also be in compliance with the UPnP Forum Membership Agreement and the *UPnP Forum Logo Usage Guidelines*.

Remember, if you are only referring to the trade association in word form, for example, by stating that "We are members of UPnP Forum," that is corporate name usage and no special notice marking or permission is required. Please refer to FAQs Question 3.ii above for more information on corporate name usage.

4. What are the guidelines for use of the UPnP Forum Marks?

- The UPnP Forum Marks must always be used in a manner consistent with the specific rules and guidelines set forth in the UPnP Forum Membership Agreement, the Implementer Membership Addendum, the *UPnP Forum Logo Usage Guidelines*, and these FAQs, which include, but are not limited by, the following general rules:
 - The UPnP® Certification Word Mark and Logo can be used only in the sales and marketing of specific devices that have passed the UPnP ForumSM Device Certification Test according to the UPnP ForumSM Device Certification Process and have been deemed to be compliant with the device architecture and standards created by the Working Committees of UPnP Forum. The UPnP® Certification Word Mark and Logo shall never be used or associated with products that UPnP Forum has not Certified (see Question 3.i above);
 - The UPnP+® Certification Word Mark and Logo can be used only in the sales and marketing of specific devices that have passed the UPnP ForumSM Device Certification Test according to the UPnP ForumSM Device Certification Process and have been deemed to be compliant with the device architecture and standards created by the Working Committees of UPnP Forum. The UPnP+® Certification Word Mark and Logo shall never be used or associated with products that UPnP Forum has not Certified (see Question 3.i above);
 - The UPnP ForumSM Word Mark and Logo can be used only by and in conjunction with the official business of UPnP Forum. Your company may not use the UPnP ForumSM Word Mark and Logo except with the express written consent of the Steering Committee (see Question 3.ii above);
 - The UPnP Forum Member™ Marks and Logo can be used by members of UPnP Forum as an indicator of membership in UPnP Forum (see Question 3.iii above); and
- Unless using a stylized (i.e. logo) version of any of the UPnP Forum Marks (in which case you have to use the identical version shown above and in the *UPnP Forum Logo Usage Guidelines*), always use the UPnP Forum Marks in bolded format.
- Your company must always use the UPnP® Certification Word Mark, UPnP+® Certification Word Mark, the UPnP ForumSM Word Mark (to the extent permitted by UPnP Forum), and the UPnP Forum Member™ Word Mark as adjectives. The listed marks should never be used as verbs or nouns or in the plural or possessive forms.



- Your company cannot use any of the UPnP Forum Marks in association with any trademarks in a manner that might suggest endorsement, co-branding or otherwise create potential confusion as to the source or sponsorship of goods or services or ownership of the UPnP Forum Marks.
- Your company cannot include any of the UPnP Forum Marks, or any part or portion of any of the UPnP Forum Marks, in any trade name, business name, domain name, device or service name, logo, trade dress, design, slogan, or other trademark that your company may desire to adopt or register.
- Your company must use the proper spelling and design of the UPnP Forum Marks, as provided by the UPnP Forum electronically or in hard copy form. Except for size, as specified in the *UPnP Forum Logo Usage Guidelines*, the UPnP Forum Marks may not be altered in any manner, including proportions, colors, elements, etc., or animated, morphed, or otherwise distorted in perspective or dimensional appearance. The *UPnP Forum Logo Usage Guidelines* contain detailed information regarding appropriate color and background choice, as well as graphical examples of correct and incorrect usage of the stylized/design versions (i.e. logos) of the UPnP Forum Marks.
- The UPnP Forum Marks should not be translated into any other language, even if the UPnP Forum Marks are used in non-English speaking countries.
- Whenever practical, use the preferred UPnP Forum trademark legend in conjunction with your use of the UPnP Forum Marks to identify UPnP Forum as the owner of the marks. The legend should be printed in legible type in a location typically used for copyright and other legal notices. For example, legends are typically printed at the end of a document or advertisement, on the back of a brochure or flier, on the front cover of documentation, or at the bottom of a web page. You must use the following standard UPnP Forum legend in all marketing, promotional and sales materials bearing any UPnP Forum Marks:

“[Insert all UPnP Forum Marks that are referred to or displayed in the marketing or promotional material] are trademarks or registered trademarks of UPnP Forum. All rights reserved. Unauthorized use is strictly prohibited.

- The UPnP Forum Marks may not be imitated in any of your company’s materials.
- The UPnP Forum Marks may not be used as a design feature in any materials.
- The UPnP Forum Marks shall not be used in a manner that disparages the UPnP Forum Marks, UPnP Forum, its successors, licensees, and assigns.
- The UPnP Forum Marks cannot be placed on any device or materials in such close proximity to any other text, mark, or logo as such placement would tend to confuse consumers as to sponsorship, affiliation, or endorsement. Therefore, a minimum amount of space must remain empty around each of the UPnP Forum Marks. There are specific spacing guidelines set forth in the *UPnP Forum Logo Usage Guidelines* for each of the stylized (i.e. logo) versions of the UPnP Forum Marks.
- The UPnP® Certification and UPnP+® Certification Word Marks are registered certifications and/or trademarks in several countries throughout the world. In the United States, they are registered as certification marks to be used in connection with UPnP® and UPnP+® Certified hardware and software products and electrical appliances marketed, sold and distributed in the United States. The UPnP® Certification and UPnP+® Certification Word Marks registration covers font and design variations of the character components of the marks, although it does not cover the overall logo – i.e., the text combined with the two arcs. Accordingly, whenever displaying the UPnP® Certification and UPnP+® Certification Word Marks or UPnP® Certification and UPnP+® Certification Logos in connection with the certification of such goods, it should be displayed with the ® symbol. If using marks other than the UPnP® Certification



and UPnP+® Certification Word Marks or UPnP® Certification and UPnP+® Certification Logos, the appropriate trademark or service mark symbol must be used, as follows:

- For the UPnP ForumSM Word Mark and Logo, the SM symbol should be used;
- For the UPnP Forum MemberTM Marks, the TM symbol should be used.

Again, your company may use the ® symbol only in regard to the UPnP® Certification and UPnP+® Certification Word Marks or UPnP® Certification and UPnP+® Certification Logos, when referring to the “UPnP” component of that logo, and only in connection with UPnP® and UPnP+® Certified computer hardware and software or electrical appliances marketed, sold and distributed in the United States. When using the UPnP® Certification and UPnP+® Certification Word Marks and Logos outside the United States, member companies are advised to contact UPnP Forum regarding the status of the UPnP® Certification and UPnP+® Certification Word Marks and Logos in the particular country. When in doubt, the TM symbol should be used in association with the UPnP® Certification and UPnP+® Certification Word Marks and Logos outside the United States:

Regardless of the particular UPnP Forum Mark being used and regardless of the appropriate TM, SM and ® symbol, the following rules apply

- The TM, SM and ® symbol must appear in superscript;
- There is no space between the word UPnP and the TM, SM or ® symbol;
- The TM, SM or ® symbol must appear at least the first time the word UPnP®, UPnP+®, UPnP ForumSM or UPnP Forum MemberTM (as the case may be) appears in any document;
- The TM, SM or ® symbol must be repeated in a document for each chapter title or web page; and
- In a circumstance where use of either the TM, SM or ® symbol is required, the choice of which symbol to use will be determined by UPnP Forum, which may from time to time provide update notices to your company regarding trademark usage.

5. Can we use the UPnP Forum Marks in the sales and marketing of specific devices?

The only UPnP Forum Marks that are appropriate for use in the sales and marketing of specific devices are the UPnP® Certification and UPnP+® Certification Word Marks and Logos (see Question 3.i above). Your company may use the UPnP® Certification and UPnP+® Certification Word Marks and Logos only in the sale and marketing of specific devices that have passed the UPnP ForumSM Device Certification Test according to the UPnP ForumSM Device Certification Process and have been found to be compliant with the device architecture and standards created by the Working Committees of UPnP Forum. Such devices are referred to as Compliant Devices in the UPnP Forum Membership Agreement; they are also referred to as Certified Devices in these FAQs.

Even in the sales and marketing of Compliant Devices, however, your company must observe the rules set forth in the UPnP Forum Member Agreement, the Implementer Membership Addendum, these FAQs and the *UPnP Forum Logo Usage Guidelines* in regard to all issues pertaining to the manner (e.g., size, color, modifications, etc.) and context in which the UPnP® Certification and UPnP+® Certification Word Marks and Logos are depicted. Please refer to the discussion of the UPnP® Certification and UPnP+® Certification Word Marks and Logos in FAQs Question 3.i and 4 above.



6. Can we use the UPnP Forum Marks in the marketing of our devices generally?

As stated above, the only UPnP Forum Marks that are appropriate for use in the sales and marketing of any devices are the UPnP® Certification and UPnP+® Certification Word Marks and Logos and only in association with the sale and marketing of specific devices that have passed the UPnP ForumSM Device Certification Test according to the UPnP ForumSM Device Certification Process and have been found to be compliant with the device architecture and standards created by the Working Committees of UPnP Forum.

If all of your company's devices are Compliant Devices (as defined herein), then your company could make advertising statements such as "TechCo's devices contain UPnP® Certified (or UPnP+® Certified) technology." Furthermore, your company could reasonably display the names or likenesses of several such Compliant Devices along with the UPnP® Certification and UPnP+® Certification Word Marks and/or Logos, and such marks need not be clearly associated with any particular device.

Similarly, if all of your company's devices within a particular device line are Compliant Devices, then your company could make advertising statements such as "TechCo's LiveWire™ devices contain UPnP® Certified (or UPnP+® Certified) technology." Furthermore, your company could reasonably display the names or likenesses of several such Compliant Devices along with the UPnP® Certification and UPnP+® Certification Word Marks and/or Logos, and such marks need not be clearly associated with any particular device.

If, however, only some of your company's devices are Compliant Devices, your company must exercise care and take appropriate steps to prevent confusion between Compliant Devices and noncompliant devices in association with the use of the UPnP® Certification and UPnP+® Certification Word Marks and Logos. Therefore, your company must not make broad statements, such as "TechCo's devices contain UPnP® Certified (or UPnP+® Certified) technology." In addition, in advertising, web pages, or other materials that include the names, brands, or likenesses of your company's devices, your company must refrain from placing the UPnP® Certification and UPnP+® Certification Word Marks and/or Logos in close proximity to any device other than Compliant Devices. Moreover, if the particular material contains the name, image, or likeness of both Compliant Devices and devices that have not passed the UPnP ForumSM Device Certification Test according to the UPnP ForumSM Device Certification Process, the UPnP® Certification and UPnP+® Certification Word Marks and/or Logos must be used in close proximity to each of the Compliant Devices, in order to clarify the distinction between the devices.

In all uses of the UPnP® Certification and UPnP+® Certification Word Marks and Logos, your company must observe the rules set forth in the UPnP Forum Membership Agreement, the Implementer Membership Addendum, the *UPnP Forum Logo Usage Guidelines*, and these FAQs in regard to issues pertaining to the manner (e.g., size, color, lack of modifications, etc.) and context in which the UPnP® Certification and UPnP+® Certification Word Marks and Logos are depicted. Please refer to FAQ Question 3.i above.

7. Can we use the UPnP Forum Marks in the marketing of our company?

The UPnP Forum Marks that are appropriate for use in the general marketing of your company are the UPnP Forum Member™ Marks. However, the UPnP Forum Member™ Marks should only be used to promote your company's membership in UPnP Forum generally and should not be used to promote or market any devices or products manufactured by your company.

Notwithstanding the above, it is important to remember that if you are only referring to the trade association in word form, for example, by stating that "We are members of UPnP Forum," that is corporate name usage and no special notice marking or permission is required. Please refer to FAQs Question 3.iii above for more information on corporate name usage.



8. Can we use the UPnP Forum Marks on promotional items, such as t-shirts, to be distributed to the general public?

As a general rule, *only* the UPnP Forum Member™ Marks may be used on promotional items such as t-shirts and coffee mugs, solely for the purpose of promoting your company as a member of UPnP Forum.

However, if your company has received express written authorization from the Steering Committee of UPnP Forum (see Question 10 below) and is acting as a representative of UPnP Forum, your company may use the UPnP ForumSM Word Mark and Logo on such promotional items, solely for the purpose of promoting UPnP Forum.

Your company should remember, however, that no UPnP Forum Marks may be used on any promotional items if such use would tend to confuse consumers either that a particular promotional item was in some way compliant with the UPnP ForumSM certification standard or that promotional items bearing either the UPnP Forum Word Mark and/or Logo were being provided by representatives of your company and not representatives of UPnP Forum. Moreover, the use of any of the UPnP Forum Marks must be in compliance with the UPnP Forum Membership Agreement, the Implementer Membership Addendum, the *UPnP Forum Logo Usage Guidelines*, and these FAQs.

9. When can we use the UPnP Forum Marks on promotional items, such as T-Shirts, to be distributed internally within our company?

Oftentimes, companies would like to reward employees involved with a particular endeavor with a memento, such as a t-shirt or paperweight, emblazoned with the mark or logo associated with the particular endeavor. If your company desires to provide such mementos to its employees, such use is permissible, but only in regard to the UPnP Forum Member™ Marks.

10. How do I obtain authorization from UPnP Forum to use the UPnP Forum Logo?

If your company wants to use the UPnP ForumSM Logo solely for one or more of the purposes set forth in these FAQs, your company must:

1. Contact UPnP Forum at least fourteen (14) days prior to the first date of proposed use, either via email (email contact information is provided at <http://www.upnp.org/contact/default.asp>) or in writing at the following address: UPnP Forum, 3855 SW 153rd Drive, Beaverton, OR 97003. UPnP Forum will subsequently contact the UPnP Forum Steering Committee to seek permission on your behalf to use the UPnP ForumSM Logo.
2. Set forth in such writing all of the following information: the proposed dates of use, the exact purpose for which the UPnP ForumSM Logo will be used, details of the proposed use (where, when, for how long, intended audience, volume of use, etc.), contact information for the person or persons in your organization who will be responsible for use of the UPnP ForumSM Logo, and the planned disposition of any items bearing the UPnP ForumSM Logo that remain in your company's possession or control after the last date for which usage was proposed.
3. Provide samples of the proposed use.
4. Acknowledge that it has no right to use the UPnP ForumSM Logo unless UPnP Forum, in its sole discretion, approves the request, and then only subject to the terms provided by UPnP Forum.



5. If UPnP Forum grants your company's request, UPnP Forum will provide to your company written authorization to use the UPnP ForumSM Logo, solely in the limited capacity as stated in the request, expressly subject to the terms provided by UPnP Forum. Your company has no right to use the UPnP ForumSM Logo unless and until UPnP Forum provides such written authorization.

11. What is the penalty for failure to comply with these FAQs?

Compliance with these FAQs and the corresponding *UPnP Forum Logo Usage Guidelines* is not optional. If UPnP Forum becomes aware of a violation of these FAQs and/or the *UPnP Forum Logo Usage Guidelines*, it may take the following actions:

- The offending party will be contacted in writing by UPnP Forum specifying the infraction to correct the non-compliance.
- The member has thirty (30) days from the receipt of the above written document to correct the non-compliance.
- If the offending party fails to correct the non-compliance, UPnP Forum may suspend or terminate the offending party's membership and/or bring legal action, as UPnP Forum determines to be appropriate under the circumstances.

No delay or failure by UPnP Forum to take one of the foregoing actions shall be construed as a waiver by UPnP Forum of its enforcement rights or acceptance by UPnP Forum of the non-compliance.

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