UPnP Logo Usage Guidelines

Prepared by OPEN CONNECTIVITY FOUNDATION™ Updated March 2016

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Introduction

The UPnP® 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 Open Connectivity Foundation, Inc.'s ("OCF") UPnP 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:

- Open Connectivity Foundation, Inc. Administration

Specific contact information for Open Connectivity Foundation, Inc. Administration can be found on the OCF website at www.openconnectivity.org

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

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UPnP®

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 OCF. Such certification logo program test requirements vary by product category – please see the UPnP certification process document posted on the UPnP certification website 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 OCF. 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 OCF. 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.

Trademark (TM) or ®, as appropriate must accompany the logo in this position.

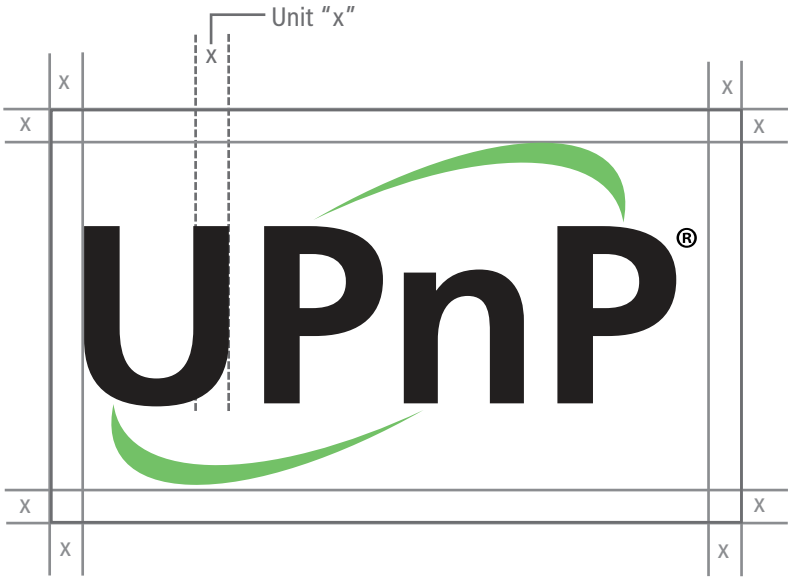
Certification Logo Usage

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.

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

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.



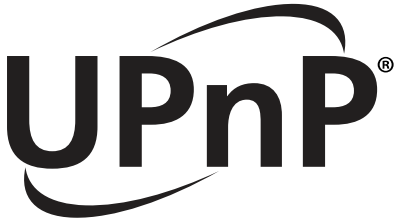
Color Requirements

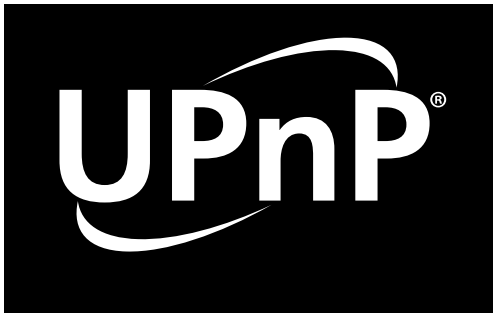
The UPnP® Certification Logo has been created as a 4-color logo. Other color versions are available (shown in the next page). Although it is best to use the Pantone Matching System (PMS) numbers to reproduce the UPnP® Certification Logo, 4-color process or on screen (RGB) values are listed for use as 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 **0**73	**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 OCF 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.

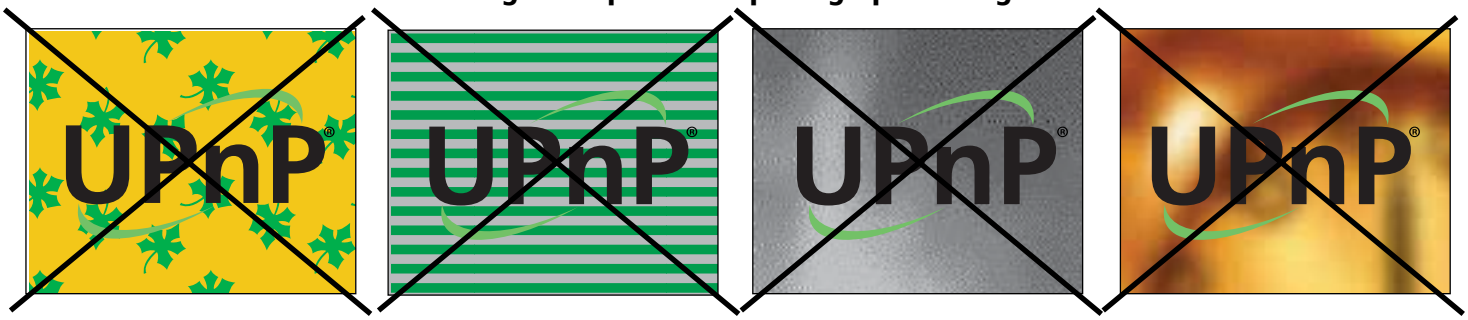
On white or light colored background

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

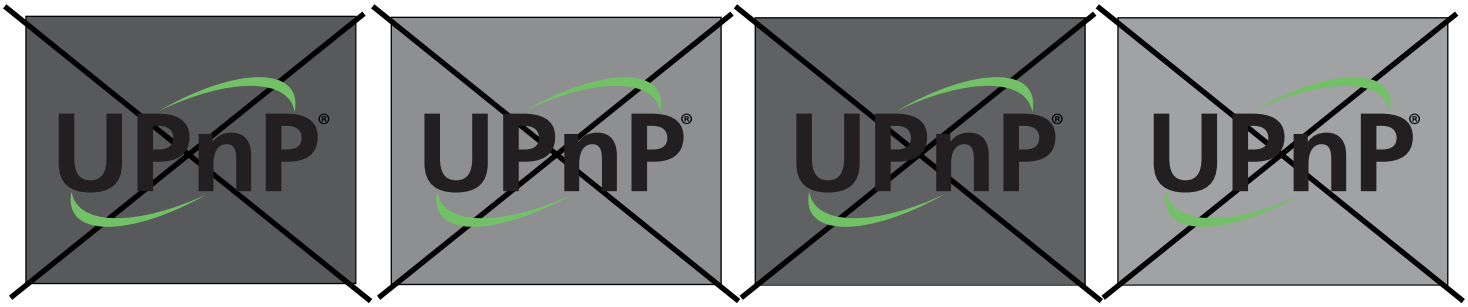
Background Don'ts

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.



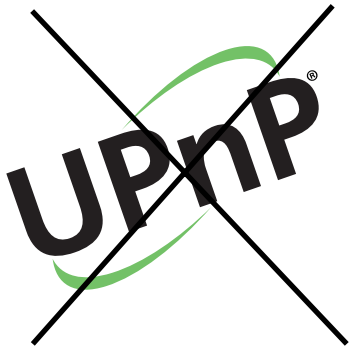
Don't use the UPnP® Certification Logo on a background color that is similar to the colors in the logo…



…use the white version of the UPnP® Certification Logo instead.

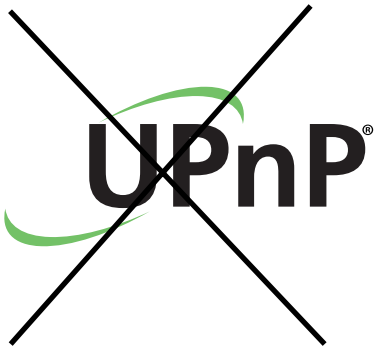
Incorrect Certification Logo Usage

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



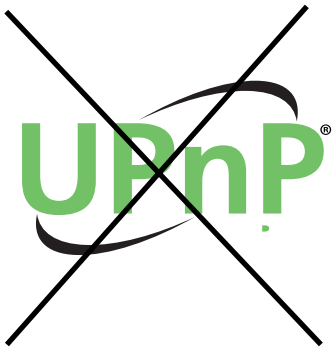
Don't tilt rotate the UPnP® Certification Logo.

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

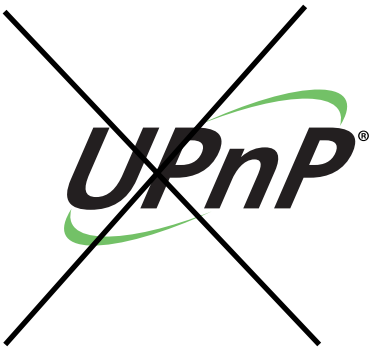


Don't separate the design features from the logotype or overlap them.

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.

Packaging Application

Consumer Electronics Application

Applications , continued

Hardware Application

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

UPnP®

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 OCF. Such certification logo program test requirements vary by product category – please see the UPnP certification process document posted on the UPnP certification website 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 OCF. 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 OCF. Please note that the UPnP+™ Word Mark and the design components of the UPnP+™ Certification Logo are not registered. Additional information on the usage of "TM" and "®" is available in the FAQs Appendix to this document.

Trademark (TM) or ®, as appropriate must accompany the logo in this position.

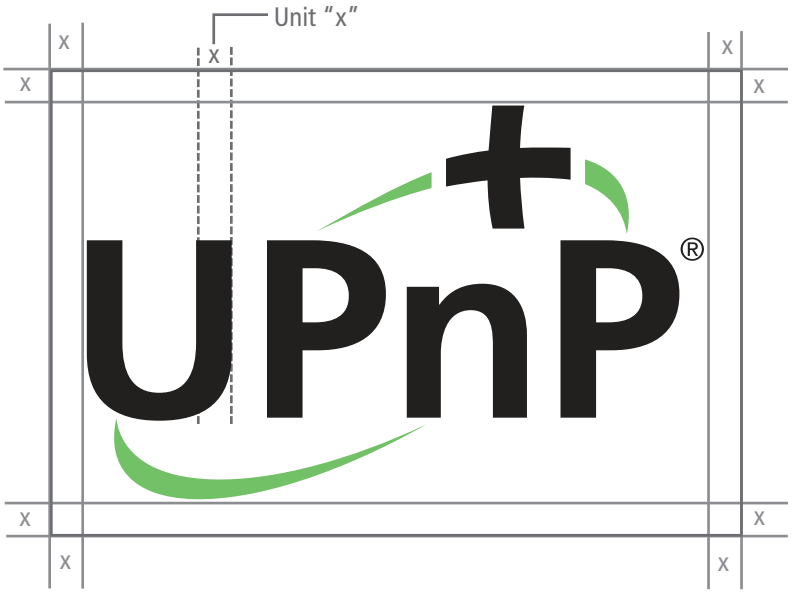
Certification Logo Usage

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.

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

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.



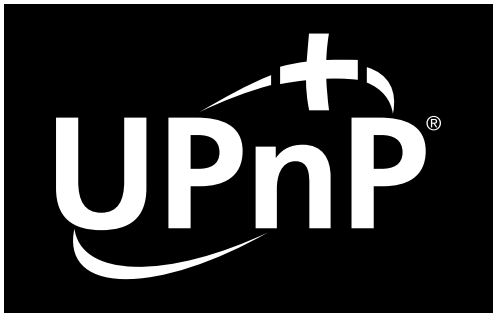
Color Requirements

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 **0**73	**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

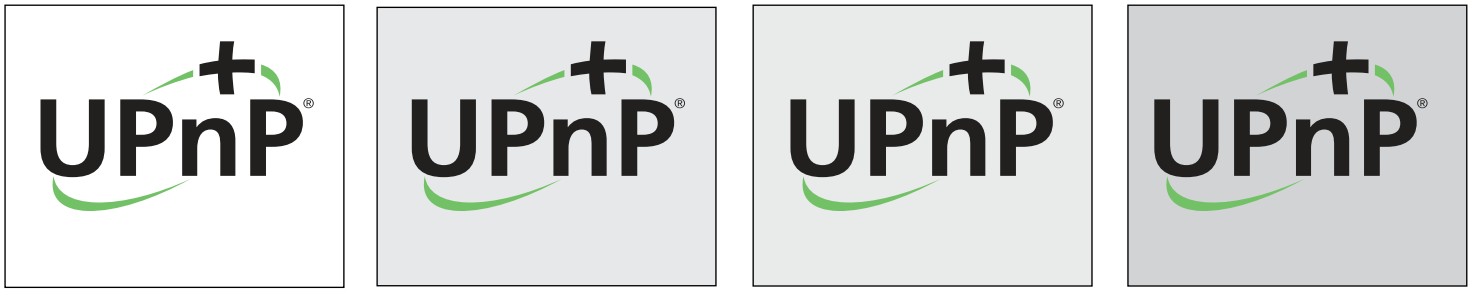
The smallest size the UPnP+™ Certification Logo can be applied is shown below. If your organization needs to use an even smaller application of the UPnP+™ Certification Logo, please confer with the OCF Administration.

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

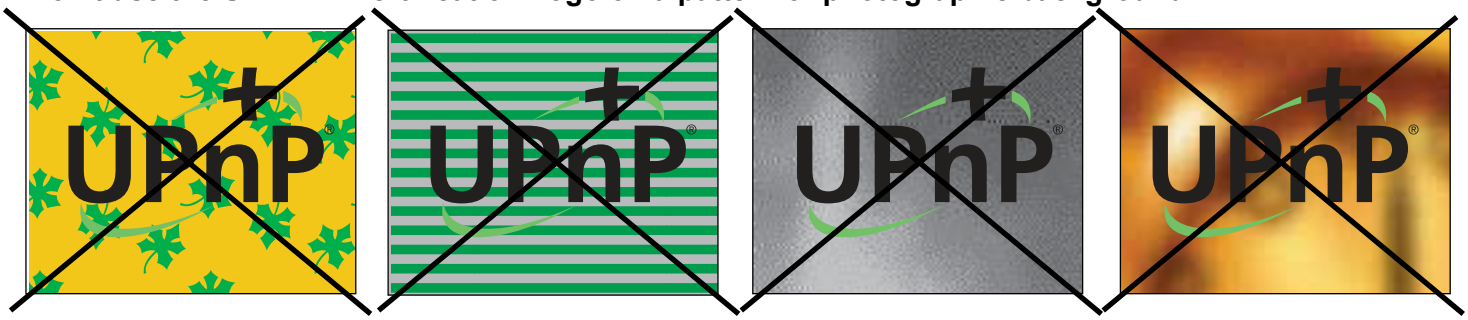


The reversed color version of the UPnP+™ Certification Logo is allowed on black background.

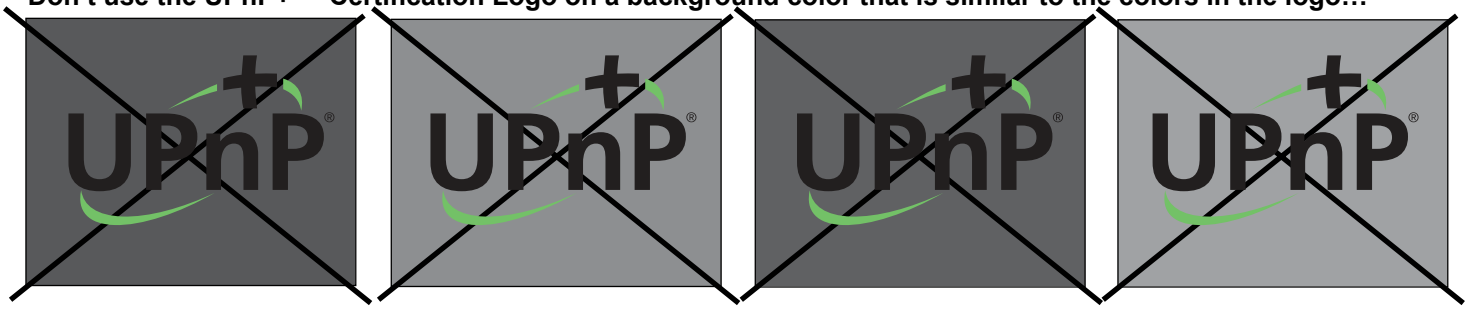
Background Don'ts

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.



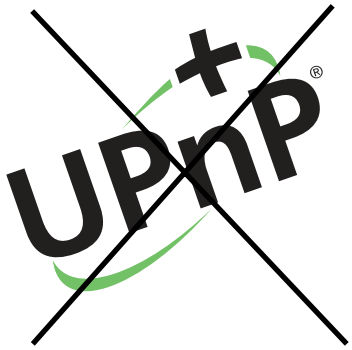
Don't use the UPnP+™ Certification Logo on a background color that is similar to the colors in the logo…



…use the white version of the UPnP+™ Certification Logo instead.

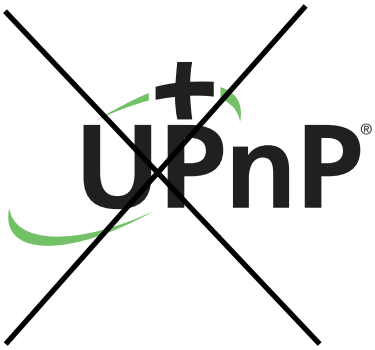
Incorrect Certification Logo Usage

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.

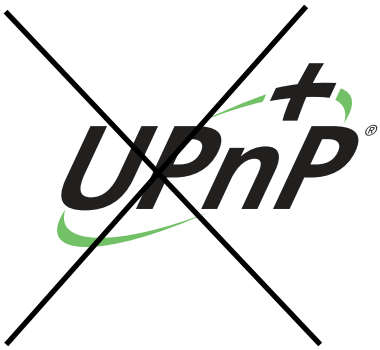
Don't condense or expand the shape of the UPnP+™ Certification Logo.



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.

Packaging Application

Consumer Electronics Application

Applications , continued

Hardware Application

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

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.

[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 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 Open Connectivity Foundation, Inc.'s ("OCF") UPnP trademarks, service marks, and certification marks (collectively the "UPnP Marks") on products certified as compliant with the UPnP specifications, collateral and on other materials. For additional requirements as to the manner in which the UPnP Marks may be used, vendors must refer to the OCF Membership Agreement, the Open Connectivity Foundation, Inc. UPnP® Certification Testing and Licensing Agreement, and the *UPnP Logo Usage Guidelines*.

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

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

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

3. What are the UPnP Marks?

The UPnP Marks are those registered and unregistered words, names, symbols, phrases, logos, slogans and/or names owned and used by OCF to certify compliance with UPnP standards. The UPnP Marks are identified in further detail below.

i. The UPnP® Certification marks.

OCF has four UPnP marks that it uses to certify compliance with the 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 regarding the interoperability of goods on a global or private computer network. The right to use these marks is conferred by OCF only upon companies that have specific devices that have passed the UPnP Device Certification Test according to the UPnP Device Certification Process and have been found to be compliant with the applicable architecture and standards created by the Work Groups of OCF. Devices that have been found to be compliant with OCF's UPnP standards are defined in the Open Connectivity Foundation, Inc. UPnP® Certification Testing and Licensing Agreement as a "Certified Device" 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, the UPnP® Certification Word Mark is registered as a certification mark to be used in connection with UPnP® Certified hardware and software products and electrical appliances marketed, sold and distributed in the United States. As shown above, the UPnP® Certification Word Mark and the UPnP® and UPnP+™ Logos use the ® symbol. However, only the UPnP® Certification Word Mark has been registered as a trademark in the United States. The Certification Logos, although unregistered, use the ® symbol to indicate that the standard characters "UPnP®" is a registered certification mark owned by OCF and not the design elements of the logos. The UPnP+™ Certification Word Mark is not currently registered in the United States, and so the ™ symbol should be used in association with the UPnP+™ Certified hardware and software products, electronic products, equipment, motor land vehicles, and electrical appliances marketed, sold and distributed in the United States.

When using the UPnP® or UPnP+™ Certification Word Marks repeatedly in text, it is recommended that the ® or ™ symbol, as the case may be, be used throughout the document. However, it is permissible to use the ® or ™ symbol, as the case may be, 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® Certification Word Mark and Logo for those UPnP® Certified products in the United States, and the ™ symbol should be used in association with the UPnP+™ Certification Word Mark and Logo for those 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 OCF 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 Logo Usage Guidelines*, the OCF Membership Agreement, and the Open Connectivity Foundation, Inc. UPnP® Certification Testing and Licensing Agreement.

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 Logo Usage Guidelines*, the OCF Membership Agreement and the Open Connectivity Foundation, Inc. UPnP® Certification Testing and Licensing Agreement. 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 Logo Usage Guidelines*, the OCF Membership Agreement, and Open Connectivity Foundation, Inc. UPnP® Certification Testing and Licensing Agreement. 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 have not been 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 OCF 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 OCF, 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 OCF."

  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 OCF, its successors, licensees, and assigns.

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

- The UPnP Marks must always be used in a manner consistent with the specific rules and guidelines set forth in the Ocf Membership Agreement, the Open Connectivity Foundation, Inc. UPnP® Certification Testing and Licensing Agreement, the *UPnP 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 Device Certification Test according to the UPnP Device Certification Process and have been deemed to be compliant with the device architecture and standards created by the UPnP Work Group of Ocf The UPnP® Certification Word Mark and Logo shall never be used or associated with products that have not been 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 Device Certification Test according to the UPnP Device Certification Process and have been deemed to be compliant with the device architecture and standards created by the UPnP Work Group of Ocf. The UPnP+™ Certification Word Mark and Logo shall never be used or associated with products that have not been Certified (see Question 3.i above);

- Unless using a stylized (i.e. logo) version of any of the UPnP Marks (in which case you have to use the identical version shown above and in the *UPnP Logo Usage Guidelines*), always use the UPnP Marks in bolded format.

- Your company must always use the UPnP® Certification Word Mark and UPnP+™ Certification 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 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 Marks.

- Your company cannot include any of the UPnP Marks, or any part or portion of any of the UPnP 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 Marks, as provided by OCF electronically or in hard copy form. Except for size, as specified in the *UPnP Logo Usage Guidelines*, the UPnP 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 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 Marks.

- The UPnP Marks should not be translated into any other language, even if the UPnP Marks are used in non-English speaking countries.

- Whenever practical, use the preferred OCF trademark legend in conjunction with your use of the UPnP Marks to identify OCF 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 OCF legend in all marketing, promotional and sales materials bearing any UPnP Marks:

  > "[Insert all UPnP Marks that are referred to or displayed in the marketing or promotional material] are trademarks or registered trademarks of Open Connectivity Foundation, Inc. All rights reserved. Unauthorized use is strictly prohibited.

- The UPnP Marks may not be imitated in any of your company's materials.

- The UPnP Marks may not be used as a design feature in any materials.

- The UPnP Marks shall not be used in a manner that disparages the UPnP Marks or OCF, its successors, licensees, and assigns.

- The UPnP 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 Marks. There are specific spacing guidelines set forth in the *UPnP Logo Usage Guidelines* for each of the stylized (i.e. logo) versions of the UPnP 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, the UPnP® Certification Word Mark is registered as a certification mark to be used in connection with UPnP® Certified hardware and software products and electrical appliances marketed, sold and distributed in the United States. The UPnP® Certification Word Mark registration covers font and design variations of the character components of the mark, although it does not cover the overall logo – i.e., the text combined with the two arcs. Accordingly, whenever displaying the UPnP® Certification Word Mark or UPnP® Certification and UPnP+™ Certification Logos in connection with the certification of such goods, the "UPnP" component of the mark should be displayed with the ® symbol, as depicted in Question 3.i above. The UPnP+™ Certification Word Mark is not currently registered in the United States. Accordingly, whenever displaying the UPnP+™ Certification Word Mark in connection with UPnP+™ certified devices marketed, sold and distributed in the United States, the mark should be displayed with the ™ symbol, as depicted in Question 3.i above.

Again, your company may use the ® symbol only in regard to the UPnP® Certification Word Mark or UPnP® Certification and UPnP+™ Certification Logos, when referring to the "UPnP" component of that logo, and only in connection with 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 OCF regarding the status of the UPnP® Certification and UPnP+™ Certification Word Marks and Logos in the particular country. When in doubt, the ™ 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 Mark being used and regardless of the appropriate ™ and ® symbol, the following rules apply

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

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

The only UPnP 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 Device Certification Test according to the UPnP Device Certification Process and have been found to be compliant with the device architecture and standards created by the UPnP Work Group of OCF. Such devices are referred to as Certified Devices in the Open Connectivity Foundation, Inc. UPnP® Certification Testing and Licensing Agreement; they are also referred to as "Compliant Devices" or "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 OCFMembership Agreement, the Open Connectivity Foundation, Inc. UPnP® Certification Testing and Licensing Agreement, these FAQs and the *UPnP 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 Marks in the marketing of our devices generally?

As stated above, the only UPnP 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 Device Certification Test according to the UPnP Device Certification Process and have been found to be compliant with the device architecture and standards created by the Working Committees of OCF.

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 Device Certification Test according to the UPnP Device Certification Process, the UPnP® Certification and UPnP+™ Certification Word Marks and/or Logs 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 OCF Membership Agreement, the Open Connectivity Foundation, Inc. UPnP® Certification Testing and Licensing Agreement, the *UPnP 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 Marks on promotional items, such as t-shirts, to be distributed to the general public?

No UPnP 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 certification standards or that promotional items bearing the UPnP Word Marks and/or Logos were being provided by representatives of your company and not representatives of OCF. Moreover, the use of any of the UPnP Marks must be in compliance with the OCF Membership Agreement, the Open Connectivity Foundation. UPnP® Certification Testing and Licensing Agreement, the *UPnP Logo Usage Guidelines*, and these FAQs.

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

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

- The offending party will be contacted in writing by OCF 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, OCF may suspend or terminate the offending party's membership in OCF, terminate the offending party's license to use the UPnP Marks, and/or bring legal action, as OCF determines to be appropriate under the circumstances.

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

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