

Trademark Usage Guidelines

OEM Automotive

Rev. 02
May 24, 2011



Overview

These guidelines are for OEM manufacturers of HD Radio™ receivers for cars, software developers, car companies, and others in the automotive industry who are authorized to use iBiquity Digital Corporation's trademarks or service marks. Given the broad range of receiver designs, styles, functions, and capabilities, it is imperative that you communicate with your iBiquity representative about how to implement these guidelines for your specific receiver application. Please contact your iBiquity representative as early as possible in the design process.

iBiquity's trademarks, service marks, trade names and trade dress are valuable assets, that when used correctly add competitive advantage to your business. In following these guidelines, you help protect valuable intellectual property rights, thereby strengthening our corporate and brand identities, which ultimately help you to differentiate your products. By using any of the iBiquity trademarks, you are acknowledging that iBiquity is the sole owner of the trademark and that you will not interfere with iBiquity's rights in the trademark, including challenging iBiquity's use, registration of, or application to register such trademark, anywhere in the world. You also acknowledge that you will not harm, misuse, or bring into disrepute any iBiquity trademark. The goodwill derived from using any iBiquity trademark exclusively inures to the benefit of and belongs to iBiquity. No rights of any kind are granted hereunder, by implication or otherwise. iBiquity will notify you when changes to the guidelines are made.

If you have any questions about these guidelines or about iBiquity's trademarks, please talk to your iBiquity representative or contact trademarkusage@ibiquity.com.

This style guide includes the following sections, which may be modified by iBiquity from time to time and at iBiquity's sole discretion:

1. **THE HD RADIO TRADEMARKS AND USAGE REQUIREMENTS**
2. **GENERAL GUIDELINES FOR USING THE "HD RADIO" TRADEMARK IN TEXT**
3. **GENERAL GUIDELINES FOR USING LOGOS**
4. **EXTENDED HD RADIO BRAND ARCHITECTURE – OVERVIEW**

iBiquity Digital Corporation
6711 Columbia Gateway Drive
Suite 500
Columbia, Maryland
21046
USA

443.539.4290 Telephone
443.539.4291 Facsimile

trademarkusage@ibiquity.com

Copyright 2010 – 2011 © iBiquity Digital Corporation.
All rights reserved.

Trademarks

"iBiquity Digital", "HD Radio", and the iBiquity Digital, HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corporation.

All other trademarks, whether claimed or registered, are the exclusive property of their respective owners.

1. The HD Radio Trademarks and Usage Requirements

1.1. The HD Radio Trademarks

iBiquity is the owner of the following HD Radio trademarks¹ that you may use in the formats and colors discussed in these guidelines. You must be authorized to use these trademarks, typically by entering into a license agreement with iBiquity. If you have any question about whether you are authorized to use these trademarks, contact your iBiquity representative or send an email to trademarkusage@ibiquity.com.

The HD Radio™ Family of Trademarks

TRADEMARK	PROPER TRADEMARK SYMBOL	INTENDED USE
HD Radio™	TM	This word mark may be used in text related to iBiquity's HD Radio Technology.
	®	This logo may be used on products containing licensed HD Radio Technology and in manuals, advertising and promotional materials associated with those products or with HD Radio Technology.
	®	This logo is intended for use as an indicator on the display screen of a licensed HD Radio product that an HD Radio signal is being received. This logo also may be used in manuals, advertising, and promotional materials.

1.2. HD Radio Logo Usage Requirements for All Displays and Faceplates

In order to pass iBiquity certification, each OEM automotive receiver must meet the following requirements for using HD Radio logos on all associated displays (in-dash, instrument cluster, rear-seat entertainment, etc.) and faceplates. Receiver and display manufacturers, automotive companies, and iBiquity must work together to be sure these requirements are met in the final product. **A sample product or product graphic, manual, packaging, and any other collateral materials must be submitted for review by iBiquity prior to production.** Allow sufficient time to make any necessary revisions based on iBiquity's review. This is a requirement of the iBiquity certification process for licensees.

Given the broad range of receiver and display designs, styles, functions, and capabilities, it is imperative that receiver manufacturers and OEMs communicate with iBiquity to implement these guidelines. Please contact iBiquity as early as possible in the design process.

1.2.1. Receiver and Display Requirements

- **The HD Radio Logo**

The HD Radio logo must appear on the front/faceplate of the receiver or on the instrument panel in the vicinity of the display.

The HD Radio logo must appear as part of the receiver's HMI and on all additional displays that allow viewing or control of the HD Radio equipped receiver.

The logo must be legible, include an ®, and use the orange and black (or white) color scheme. See Section 3 for further information about these requirements. You should consult with your

¹ iBiquity owns additional trademarks not listed here.

iBiquity representative about how best to implement these requirements for your specific receiver application.

- **Indicator for reception of an HD Radio broadcast signal.**

Either the HD or HD Radio logo must be used on the display screen of a licensed HD Radio product and on all additional displays as an indicator to show that an HD Radio signal is being or has been acquired. You should consult with your iBiquity representative about how best to implement these requirements for your specific receiver application.

- **IP Notice**

The following IP notice must appear on the receiver in the form of a stamp, label, etc.

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and “Arc” logos are proprietary trademarks of iBiquity Digital Corp.

1.2.2. Manual Requirements

- **The HD Radio Logo**

The HD Radio logo must appear in the section of the manual that discusses HD Radio Technology. In all cases, the logo must be legible, include an ®, and use the orange and black (or white) color scheme. See Section 3 for further information about these requirements.

- **The “HD Radio” Word Mark**

When describing HD Radio Technology, the manual must comply with the requirements in Section 2 for proper use of the “HD Radio” trademark in text. For example, the first or most prominent use of the words “HD Radio” must be marked with a ™ symbol. **In addition, the words “HD Radio” should never be used as a noun, only as an adjective (e.g., “HD Radio receiver”).**

- **IP Notice**

The following IP notice must appear in the manual:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and “Arc” logos are proprietary trademarks of iBiquity Digital Corp.

1.2.3. Requirements for Packaging, Promotional, Marketing, and Other Collateral Materials

To the extent that a particular receiver has packaging, then the following requirements must be met. Promotional, marketing and other collateral materials should follow these guidelines as well.

- **The HD Radio Logo**

The HD Radio logo must appear on the packaging of the product, as well as on promotional, marketing and other collateral materials for the product. The logo must be legible, include an ®, and use the orange and black (or white) color scheme. See Section 3 for these requirements.

- **The “HD Radio” Word Mark**

If using any text to describe HD Radio Technology, the text must comply with the requirements in Section 2 for proper use of the “HD Radio” trademark in text. For example, the first or most prominent use of the words “HD Radio” must be marked with a ™ symbol. **In addition, the words “HD Radio” should never be used as a noun, only as an adjective (e.g., “HD Radio receiver”).**

- **IP Notice**

The following IP notice must appear on any packaging:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and “Arc” logos are proprietary trademarks of iBiquity Digital Corp.

2. General Guidelines for Using the “HD Radio” Trademark in Text

These rules apply when a manual, advertising, website, or other materials use the “HD Radio” trademark as words in text. Other rules applying to the use of HD Radio logos are addressed in Section 3.

2.1. Use the proper trademark symbol.

Apply the TM symbol to the first or most prominent use of the “HD Radio” trademark when used in text. Never use the © symbol with the “HD Radio” trademark in text. The © symbol should only be used with the HD Radio logos.

Example: HD RadioTM Technology

2.2. Never use the “HD Radio” trademark as a noun. Always use the “HD Radio” trademark as an adjective, followed by a noun.

Frequently, the correct text is “HD Radio Technology”. Be sure the “T” in “Technology” is capitalized.

Correct: Buy an HD Radio receiver.

Incorrect: Buy an HD Radio.

Correct: Our station broadcasts using HD Radio Technology.

Incorrect: Our station broadcasts HD Radio.

2.3. Do not make the trademark plural.

Correct: I bought two HD Radio receivers.

Incorrect: I bought two HD Radios.

2.4. Do not make the trademark possessive.

Correct: Enjoy the high-quality sound of an HD Radio receiver.

Incorrect: Enjoy HD Radio’s high-quality sound.

2.5. Do not alter the trademark in any way.

Do not use hyphens, slashes, prefixes, suffixes, etc. Do not abbreviate any part of the mark.

Correct: HD Radio Technology

Incorrect: HD-Radio technology; H/D Radio technology; HDRadio technology; HDradio technology; HD radio technology

2.6. Be sure all of the text “HD Radio” appears on one line; do not split the text across two lines.

When coming to the end of the line in text, be sure that all of “HD Radio” can appear on that line. If it does not fit, then all of the words should appear on the next line.

2.7. Use trademarks in the manner for which they are intended.

Do not use iBiquity’s trademarks for goods or services for which they are not intended. (See Section 1 for how these trademarks are intended to be used.) Do not make puns out of them or portray them in a negative light.

2.8. Do not incorporate the trademark into a product name.

It is improper to incorporate a trademark into the name of your product, but you can use the trademark to describe your product.

Correct: Trident 500 HD, an HD Radio Receiver

Incorrect: Trident’s HD Radio Receiver 500

2.9. Do not modify the trademark when translating into other languages.

Trademarks should not be modified when they are used in text that has been translated from English to another language.

Correct Spanish: receptor HD Radio; tecnología HD Radio

Incorrect Spanish: receptor Radio HD; tecnología de Radio HD

Correct French: la fonction d’HD Radio, l’utilisation du récepteur HD Radio

Incorrect French: la fonction Radio HD, l’utilisation de la HD Radio

For languages using a different alphabet, “HD Radio” should be written out entirely in English.

Correct: HD Radio

Incorrect Japanese: HD ラジオ

Incorrect Korean: HD 라디오

Incorrect Chinese-Simplified: HD 收音机

Incorrect Chinese-Traditional: HD 收音機

2.10. Examples.

The following table lists common examples of correct and incorrect use of the HD Radio trademark.

CORRECT USE	INCORRECT USE
HD Radio Technology	HD radio
HD Radio system	HDRadio
HD Radio capable	Hdradio
HD Radio receiver	HD-Radio
HD Radio software	HD Radio’s
HD Radio products	HD Radios
HD Radio units	High Definition Radio
HD Radio broadcasting	High Def Radio
Broadcasting an HD Radio signal	Hybrid Digital Radio
Listening to an HD Radio channel	HDR

3. General Guidelines for Using Logos

These rules apply when you want to use the HD Radio logos with receivers, manuals, advertising, promotional materials, websites, etc.

3.1. Use only the artwork provided by iBiquity.

iBiquity has high-resolution graphics of its logos and will provide them to authorized users. Please contact your iBiquity representative or trademarkusage@ibiquity.com to request these graphics.

Use only the graphics provided to you by iBiquity. Do not copy and paste logos from www.ibiquity.com, www.hdradio.com, or any other website.

Do not alter the graphics.

3.2. Use the proper trademark symbol.

Always use the ® symbol with the HD Radio logos, except for the “Arc”. The graphics provided by iBiquity include the proper symbol. If you use these graphics, then you will also use the proper trademark symbol.

If the ® symbol is not legible because your use of the logo is too small, please contact trademarkusage@ibiquity.com to request a graphic that has a larger ® symbol. If a graphic with a larger symbol will not work in your particular situation, please contact your iBiquity representative to discuss alternatives.

3.3. Apply the trademark symbol to every use of the logo.

Every use of a logo, except for the “Arc”, must include the ® symbol. The graphics provided by iBiquity include the proper symbol. If you use these graphics each time, then you will also use the proper trademark symbol each time.

If the ® symbol is not legible because your use of the logo is too small, please contact trademarkusage@ibiquity.com to request a graphic that has a larger ® or ™ symbol. If a graphic with a larger symbol will not work in your particular situation, please contact your iBiquity representative to discuss alternatives.

3.4. Provide proper notice of iBiquity’s ownership of the logo.

iBiquity must be identified as the owner of any of its trademarks that you use. See Section 1 for more information about drafting a correct IP notice.

3.5. Use iBiquity’s Standard Colors.

The preferred color combination for iBiquity’s HD Radio logos is Orange (PMS Orange 144 C) for the “HD” component and a black (PMS Black) or white for the “Radio” component, depending on the background color. You should make every effort to use these standardized colors. An example of the correct use of the standard orange and black colors is as follows:



The standard color for iBiquity’s HD logo is Orange (PMS Orange 144 C). You should make every effort to use this color. An example of the correct use of the standard orange color is as follows:



If you have a compelling reason for not using the standard colors, such as use in black-and-white print media, then acceptable alternatives are all black (PMS Black) or all white. An example of an acceptable all-black logo is as follows:



If your project calls for other colors, please contact your iBiquity representative, or contact trademarkusage@ibiquity.com to request permission and review of your artwork.

3.6. Background.

The logos must be set on a background that makes the logo easily seen and the type portions of the logo must be clearly legible. Do not place the logo on a stylized background that overlaps or interferes with the logo or otherwise changes the appearance of the logo.

Incorrect:



3.7. Size and Placement.

The logo must be large enough to be legible depending on its particular application, but should never be less than the following dimensions:

- Logo height (from the top of the “Arc” to the bottom of the “Arc” after the HD letters) shall be no less than 0.1875 inches (0.4763 cm)
- Logo width (not including the registration ® symbol) shall be no less than 0.5781 inches (1.4684 cm)

Upon receiving the logo artwork from iBiquity, an authorized user may resize the logo to suit its purposes. However, the proportion of height to width must remain the same.

The size and placement of HD Radio logos should distinguish them from other marks and logos. This ensures that consumers do not mistake another company's advertised product or service as one provided by iBiquity Digital. In addition, using HD Radio logos in a manner that suggests your product is developed by iBiquity, that the trademark is part of your company name, or that a product contains iBiquity technologies when it does not, is prohibited.

- **HD Radio logos should be no less prominent and in the same relative size as the most prominent third party trademark appearing on a page.**
- **Always position the logo alone and apart from other text and graphics, especially other trademarks. See Section 3.6 for some examples of incorrect placement of the HD Radio logo.**

3.8. Never incorporate an HD Radio logo into another logo, other text, or slogans.

As discussed above, in using the HD Radio logos, it is important that they stand out clearly from the other text and graphics on the packaging, computer display, or printed page. Combining an HD Radio logo with other marks may create confusion as to the identities presented by each respective mark.

Incorrect:



We Know  Radio®!

The image shows a blurred screenshot of a logo where the HD Radio logo is integrated into a larger slogan, "We Know HD Radio®!". The HD logo is placed between the words "Know" and "Radio", which is an incorrect usage according to the guidelines.

4. Extended HD Radio Brand Architecture – Overview

It is recommended that packaging, manuals, marketing and other collateral materials referencing or explaining HD Radio Technology enabled features use the HD Radio Brand Architecture as described in this section. When listing a group of HD Radio Technology features, the “Frame” identifying those features should also be used. “Frame” usage guidelines are also detailed in this section.

You should consult with your iBiquity representative about how best to implement these requirements for your specific receiver application.

The “Arc” Trademark

TRADEMARK	PROPER TRADEMARK SYMBOL	INTENDED USE
	None	The “Arc” logo is intended for use with features enabled by HD Radio Technology and shall be used according to the Brand Architecture.

4.1. The “Arc” and “Feature Logos”

The “Arc” is a branding element derived from the main HD logo to communicate the relationship between the various features and the consumer-recognized HD Radio logo. With the use of the “Arc”, “Feature Logos” were designed to help deliver added value to the product(s) and a higher value proposition to the end consumer.

There are two versions available for almost every “Feature Logo” (except for: Digital Sound, PSD, HD2/HD3, and Traffic):

- A descriptive/long form (i.e., Program Guide “Arc”)
- A short form (i.e., PG “Arc”)

Long forms of the logos are always preferred over short forms. In places where space doesn’t allow, short forms may be used. Exceptions to the logo specifications are disclaimed below the Brand Architecture Specification Matrix.

Notes:

- Any implementation of the “Arc” or “Feature Logos” must be in accordance with the Brand Architecture Specification Matrix, see Section 4.2.
- A full description of each “Feature Logo” can be found after the Brand Architecture Specification Matrix.
- All “Arc” and “Feature Logos” were developed using the HD Radio font. The only exception is the iTunes® Tagging “Arc” logo, which uses the iTunes® font cobranded with the HD Radio “Arc”.

4.2. Brand Architecture Specification Matrix – “Arc” and “Feature Logos”

Long Form	Short Form	GUI / HMI Dedicated Hard/Soft Key	Receiver / Face Plate	Manual	Marketing Collateral
Digital Sound 		N/A	N/A	Recommended	Recommended
PSD 		N/A	N/A	Recommended	Recommended
HD2/HD3 		Optional	Optional	Recommended	Recommended
Traffic 		Optional	Optional	Recommended	Recommended
iTunes® Tagging 		Follow Apple Guidelines	Follow Apple Guidelines	Follow Apple Guidelines	Follow Apple Guidelines
	Tag (*)	Follow Apple Guidelines	Follow Apple Guidelines	Follow Apple Guidelines	Follow Apple Guidelines
Artist Experience 		Optional	Optional	Recommended	Recommended
	AE 	Optional	Optional	Recommended	Recommended
Live Pause 		Optional 1 st option	Optional	Recommended 1 st option	Recommended 1 st option
	LP 	Optional 2 nd option	Optional	Recommended 2 nd option	Recommended 2 nd option
Premium Content 		Optional 1 st option	Optional	Recommended 1 st option	Recommended 1 st option
	PC 	Optional 2 nd option	Optional	Recommended 2 nd option	Recommended 2 nd option

(*) The short version of the Tag logo with the HD Radio Font may be used (as displayed above), or may follow guidelines provided by iTunes/Apple, or simply use the same font used for the rest of the feature buttons, GUI, or Receiver Face Plate.

4.3. About the Feature Logos

The following descriptive text can be used in manuals, packaging, and collateral materials to describe the function corresponding to each feature logo.

Digital Sound

- Digital, CD-quality sound. HD Radio Technology enables local radio stations to broadcast a clean digital signal. AM sounds like today's FM and FM sounds like a CD.

PSD

- Program Service Data: Presents song name, artist, station IDs, and other relevant data streams.

HD2/HD3

- FM stations can provide additional digital-only audio programming on HD2/HD3 Channels.

Traffic

- Real-Time Traffic reports, alerts, and flow data displayed on screen via interactive traffic maps and/or data.

iTunes® Tagging

Tag

- iTunes® Tagging provides you the opportunity to discover a wide range of content and the means to “tag” that content for later review and purchase from the iTunes® Store. Also refer to the Apple Automotive specifications for implementing iTunes® Tagging.

Artist Experience

AE

- Visual information related to content being played on your HD Radio receiver, such as Album Art, historical photographs, still art from live broadcasts, among other related content.

Live Pause

LP

- Allows HD Radio receivers to store content (songs/programs and data) in a buffer. Playback shall start at any point in the buffer and shall continue until the end of the buffer or until the user has selected to stop playback. Live Pause has the ability to store both analog and digital content in the buffer.

Premium Content 

PC 

- Paid or opt-in programming broadcast on HD2/HD3 Channels. Premium Content broadcast is only available from HD Radio receivers that have been programmed to receive paid or opt-in programming.

4.4. Feature Logos for Displays

Any GUI that has specific/independent buttons or soft keys for accessing the functionality associated with any HD Radio feature may use the corresponding “Feature Logo”, as described in Section 4.1. For example:

“HD2/HD3” should use the  logo

“PSD” should use the  logo

The HD Radio or HD logo must be used as part of the GUI as an indicator that an HD Radio signal is being received.

In the event that feature functionality is achieved via a multiuse hard or soft key, please consult with your iBiquity representative. You should consult with your iBiquity representative about how best to implement these requirements for your specific receiver application.

4.5. The “Frame”

The “**Frame**” – also a branding element – was developed to bring together all the features that an HD Radio product may have and convey them in a simple and cohesive way on **all** product packaging and manuals, as well as for on-line and off-line marketing collateral.

Contact your iBiquity representative to obtain a specific “Frame” with the corresponding features for your product(s), or contact trademarkusage@ibiquity.com.

Below is an example of **all** the current features arranged in a specific sequence inside the “Frame”, as well as an example of the “Frame” for a product with just four features.

