

Teradici Trademark Usage Guidelines

Introduction

Teradici Corporation has acquired valuable intellectual property rights through the proper and continuous usage of trademarks to identify its company and products. These guidelines have been developed for licensees and other third parties to answer common questions regarding the proper legal use of Teradici Trademarks and to prevent market confusion that can result from improper or illegal usage. It is important that you use and protect these marks properly by identifying these trademarks in all of your promotional, advertising, instructional or reference materials, which are distributed to the public, or on your web sites, products, labels or packaging.

Teradici Trademark List*

Teradici®

PCoIP®

PC-over-IP®

What is a trademark?

A trademark is a word, name, symbol, device, design, or phrase adopted and used by Teradici to identify its product and to distinguish them from products by other companies. Trademarks are usually noted with a TM or a ® symbol. In the United States, a trademark that is noted by a TM is not registered with the United States Patent and Trademark Office, and a trademark noted with an ® has been registered with the United States Patent and Trademark Office. Trademarks, however, may also be registered internationally and each country has different laws regarding the proper notation of trademarks.

*This list is not exclusive and Teradici reserves the right to add or delete trademarks at any time.

Proper Use of Trademarks

Please comply with these guidelines when using Teradici trademarks.

1. A trademark is always a proper adjective that describes a specific person, place or thing. Use a Teradici trademark as a proper adjective (not a noun or verb) the first time it is used in text. Never use a mark as a verb:

Correct: PCoIP® technology allows you to deliver a rich, uncompromised user experience.

Incorrect: PCoIP® allows you to deliver a rich, uncompromised user experience.

Incorrect: You should choose PCoIP® for all of your remote workstations.

2. Never Use Trademarks in a Possessive or Plural Form

Correct: Teradici® PCoIP® Partner Program

Incorrect: Teradici's PCoIP® Partner Program

Correct: PCoIP® protocol includes intrinsic security features

Incorrect: PCoIPs can be used throughout your enterprise

3. Never Hyphenate a Trademark

Correct: Remote desktops based on PCoIP® technology

Incorrect: PCoIP®-enabled desktops

4. Never Alter a Trademark

Correct: Use PCoIP® portals to access your remote workstation

Incorrect: PCoIPing® into your remote workstations

5. Never combine two or more trademarks:

Correct: PColP® firmware release for XYZ Company

Incorrect: XYZ PColP® firmware

6. Do not combine your marks or third party marks with any Teradici trademarks, either as the name or your product or in any of your materials.

Correct: XYZ Company's product with PColP® technology

Incorrect: Use the XYZ PColP® product

Trade Names

Trade names are the actual business names of companies. Trademarks and trade names are not the same, even though many companies use their trade names as trademarks. If you are using "Teradici" as a substitute for Teradici Corporation, you are using it as a trade name. Because they are nouns, trade names can be used in the possessive and do not require a generic term or a trademark symbol. Thus, you should not use a ® after "Teradici" when it appears as part of the full corporate name or as a trade name.

For example:

Corporate Name: This technology was developed by Teradici Corporation

Trade Name: This technology was developed by Teradici.

Trade Name: Teradici's latest technology leads the industry.

Trademark: The Teradici® chip leads the industry.

Trademark Attribution

On products, packaging, manuals, advertisements and promotional materials, use a trademark symbol (® or ™) with the most prominent appearance of a Teradici trademark. These symbols must be used at least the *first* time a Teradici mark is mentioned in the *text* (after the title). Thereafter, you do not need to use the trademark symbol.

Acknowledgement/Legal Notice

Use the ® or ™ symbol in connection with any Teradici trademark and the following acknowledgement of Teradici ownership of its marks and/or logos:

"[insert permissible mark] [is a/are] registered trademark[s] or trademark[s] of Teradici Corporation in the United States and/or other countries."

Acknowledgement should appear either at the beginning or end of your manuals, publications, or other materials.

The Teradici trademarks are valuable intellectual property rights of Teradici. Please treat them properly in accordance with these guidelines. Misuse of the Teradici trademarks may subject you to trademark infringement.

Questions?

If you have questions or would like further information regarding Teradici Trademarks, please contact Teradici Marketing department as follows:

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