

WiMAX FORUM BRAND USAGE LEGAL GUIDELINES

The purpose of the WiMAX Forum is to promote deployment of broadband wireless access networks by using a global standard and certifying interoperability of products and technologies. As part of its certification program, the WiMAX Forum has developed certain unique marks (the “Marks”) to identify those products and services that have successfully passed through testing and have been certified by the WiMAX Forum. Those marks are as follows:

CERTIFICATION/TRADEMARKS



WiMAX FORUM

ALWAYS USE THE MARKS IN INITIAL CAPS FOLLOWED BY CAPS

The WiMAX mark should always be used with a capital “W”, lower case “i”, and then uppercase “MAX.” See creative guidelines for font options. There is no hyphen.

ALWAYS USE THE MARKS AS PROPER ADJECTIVES

A trademark is an adjective and should not be used as a verb or noun or in the possessive or plural forms. Every mark should have a "product or service descriptor" (i.e. a noun) that follows the trademark.

Example: WiMAX FORUM CERTIFIED wireless antennas manufactured by...

DO NOT ALTER THE MARKS

When using the Marks, never vary the spelling, add hyphens, make one word two, or use a possessive or plural form of the Marks.

TRADEMARK NOTICES

A word mark which has not been registered with the United States Patent and Trademark Office ("USPTO"), should bear the ™ symbol. A word or design mark that has been registered with the USPTO should bear the ® symbol. These symbols provide notice that the WiMAX Forum is asserting trademark rights in the particular word or design mark.

Trademark notice symbols (® or ™) should be used with the first and most prominent usage of the Mark and again in the first appearance in the body of copy. Wherever possible, trademark notice symbols should be superscripted after word marks. Once a Mark is correctly attributed on a document or web page, it is not necessary to mark subsequent appearances of the trademark in the same piece.

USE FOOTNOTES FOR PROPER ACKNOWLEDGMENT

It is WiMAX Forum policy that users of all of its Marks, will correctly attribute ownership of the Marks to the WiMAX Forum by placing the information in a footnote as follows:

Example: "_____ is a certification mark [or a registered certification mark] of the WiMAX Forum."

The blank space should be a list of all the Marks appearing in that particular piece. Footnotes should always be complete sentences, and ordinarily appear on the copyright page, on the last page of the material, or on packaging.

Example: "The WiMAX Forum CERTIFIED logo is a certification mark of the WiMAX Forum."

SPECIFICALLY PROHIBITED USES

NO USE AS A CERTIFICATION MARK WITHOUT EXECUTED LICENSE AGREEMENT

Neither a Mark nor any combination of that Mark with any other word, design, or other element may be used as a certification mark unless the user has entered into a written agreement with the WiMAX Forum permitting that usage.

NO USE IF LIKELY TO CAUSE CONFUSION REGARDING CERTIFICATION STATUS

The Marks may not be used in conjunction with any word or phrase that could lead the public to believe that a non-certified product has been certified by the WiMAX Forum. The Marks may not be used in a context, such as in the phrase "WiMAX certifiable" that implies that a product or product component will or may successfully pass certification testing in the future or that a product component, when combined with other components

or products, will result in a product that will or may successfully pass certification testing in the future.

Other examples of phrases that may only be applied to certified products include, but are not limited to “WiMAX CERTIFIED,” “WiMAX approved,” “WiMAX interoperable,” “WiMAX compatible,” “compatible with WiMAX,” and “WiMAX compliant.”