

WiMAX Forum

Certification Mark Usage Guidelines

These guidelines prescribe the proper usage requirements for the WiMAX Forum certification marks: the WiMAX Forum Certified logo depicted to the right (**the “Certification Logo”**) and the word mark “WiMAX Forum Certified” (**the “Word Mark”**). The Certification Logo and Word Mark are referred to collectively as the **“Certification Mark.”** For purposes of these guidelines, **“Member”** refers to the principal member using the Certification Mark and **“Certified Product”** refers to the product that the Member has had certified.



1. **Prerequisites for Certification Mark Usage.** A Member must satisfy the following prerequisites in order to use the Certification Mark:

(a) It must be a principal member in good standing of the WiMAX Forum and remain a principal member at all times that it is using the Certification Mark;

(b) It must obtain certification of the product with which it wishes to use the Certification Mark in accordance with WiMAX Forum product certification requirements, as further described in the *WiMAX Forum Certification Program Manual*;

(c) It must sign the WiMAX Forum Certification Mark License Agreement; and

(d) It must comply with all post-certification requirements, including continuing status as a principal member, as described in the *WiMAX Forum Certification Program Manual* in order to maintain the certification in force.

2. **Authorized Users.** Use of the Certification Mark is limited to the following:

(a) The principal member that certified the product;

(b) Third parties as required to permit the Member to use the Certification Mark as contemplated in these guidelines: (1) product packaging manufacturers and publishers, (2) publishers producing printed materials such as user manuals and collateral for the Certified Product, and (3) advertisers, distributors and resellers who use the Certification Mark in connection with Member-authorized and approved promotion of the Certified Product. All permitted third-party usage of Certification Mark must comply with all Certification Mark requirements in these guidelines. The Member will be solely responsible for the third party's use of the Certification Mark and will be liable for any misuse of the Certification Mark by the third party.

3. **Formal Requirements.** Use of the Certification Mark is subject to the following formal requirements:

(a) **Generally:**

(i) The Member may not alter, cut apart, separate, or otherwise distort the Certification Mark in perspective or appearance.

(ii) The Member must present the Certification Mark in a manner in which it stands alone. The Member may not combine the Certification Mark with or incorporate it into other words, phrases, or designs.

(iii) Except as provided below in relation to the Word Mark, the Member may not translate the Certification Mark into other languages even if the member is using the Certification Mark in countries outside of the United States.

(b) **Certification Logo.** The following formal requirements apply specifically to the Certification Logo:

(i) The Member must use the Certification Logo in the form in which the WiMAX Forum provides it. A Member may not change the color, configuration or proportion of any artwork. Correct representations of the Certification Logo in Color and in black and white appear in the Appendix to these Guidelines. Graphic representation details shall be in conformity with the Certification samples and the conventions for the WiMAX Forum logo, both of which which are also included in the Appendix.

(ii) The Certification Logo must be used in connection with the appropriate profile index designation for that Certified Product. *Please see Section 5 below for additional information.*

(c) **Word Mark.** The following formal requirements apply specifically to the Word Mark:

(i) The correct form of the Word Mark is “WiMAX Forum Certified.” The Word Mark must always be presented with each word in initial capital letters. “WiMAX” is presented entirely in capital letters except for the “i,” which is always presented in lowercase. There is no hyphen in “WiMAX.”

(ii) The Member may not alter the Word Mark in any way, such as varying the spelling, adding hyphens, making one word two, or using a possessive or plural form of any word in the Word Mark.

(iii) The Member may include with the Word Mark a foreign language translation of the mark if the Member obtains written approval of the translation from the WiMAX Forum.

4. **Usage Guidelines.**

(a) **Selection of the Proper Certification Mark.** If the Member wishes to use a Certification Mark on the Certified Product, or on packaging, labels or user manuals for the Certified Product, it must use the Certification Logo to identify the product's certified status. In other situations, the Member may use either the Certification Logo or the Word Mark.

(b) **Certification Logo.** The following rules describe proper usage of the Certification Logo:

(i) The Member may place the Certification Logo directly on the Certified Product or on product packaging, tags and user manuals with which the Certified Product is sold. If the Certified Product is bundled with an uncertified product, the usage must clearly identify which product is the Certified Product.

(ii) The Member may use the Certification Logo in electronic and print advertisements and other promotional materials pertaining to the Certified Product as long as the Certification Mark is placed on or directly adjacent to the Certified Product. In advertisements portraying multiple products:

(1) If all featured products are Certified Products, the Member may place the Certification Logo anywhere in close proximity to the products.

(2) If any of the featured products is not a Certified Product, the Member must place the Certification Logo on or directly adjacent to the Certified Product.

(c) **Word Mark.** The Member may use the Word Mark in situations in which it is desirable to identify the Certified Product as a WiMAX Forum Certified™ product through text communications rather than graphically. The following rules describe proper usage of the Word Mark:

(i) The Member should not use the Word Mark as the primary certification identifier on product packaging, tags, user manuals, or advertising for the Certified Product. If the Member uses the Certification Logo for any of these purposes, it may also use the Word Mark elsewhere on the product or materials as part of text descriptions.

(ii) The Word Mark is an adjective and the Member must always use it in that manner and not, for example, as a verb or noun either in its base form or in the possessive or plural forms. Word Mark usage must always include a "product or service descriptor" (i.e. a noun) that follows the trademark or is implied.

Examples: "Company X manufactures a WiMAX Forum Certified™ base station." "The base station is WiMAX Forum Certified™."

(d) **Prohibited Uses.** The following uses of the Certification Mark are prohibited:

(i) The Member may never use or associate the Certification Mark with products, or product features or functions, that the WiMAX Forum has not certified and may not

use the Certification Mark in a manner that creates confusion regarding the certification status of a product.

(ii) The Member may never use the Certification Mark in any manner that implies WiMAX Forum endorsement of a specific company, its products, or its services.

(iii) The Member may not use the Certification Mark in any company name, product name, service name, domain name, Web site title, or the like.

(iv) The Member may not use the Certification Mark in a manner that disparages the WiMAX Forum.

(v) The Member may not use the Certification Mark on letterhead, business cards, or other stationery, or on promotional articles such as bumper stickers, coffee mugs, t-shirts, baseball hats, flying disks, tie clips and the like.

(e) **Notice and Attribution.**

(i) **Proper Notice.** The correct form of notice for each Certification Mark is the “™” symbol.

(ii) **Placement.** The correct placement of the “™” notice for the Certification Mark is directly adjacent to it. The Member must place the Word Mark notice directly to the right of the Word Mark. The upper right corner of the Certification Logo is also the preferred notice location for that mark.

(iii) **Use in Text.** When the Member is using the Word Mark multiple times within a piece of written material, the Member should use the notice with the first and most prominent usage of the Mark and again in the first appearance in the text body. Wherever possible, trademark notice symbols should be superscripted after word marks. Once the Member provides proper notice in this manner, it is not necessary to mark subsequent appearances of the Word Mark in the same piece.

(iv) **Ownership Attribution.** The Member should include proper ownership attribution of the Certification Mark through a footnote. The correct form of the footnote is as follows:

Example: “WiMAX Forum Certified” and the WiMAX Forum Certified logo are certification marks of the WiMAX Forum.

The attribution should include all WiMAX Forum 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.

5. **Profile Index Designations.** Each Certified Product is certified to a specific profile index or indices, as identified below:

Index	Air 1	Air 2	Air 3	Air 4	Air 5
Specified Band	3.4- 3.6 GHz	3.4- 3.6 GHz	3.4- 3.6 GHz	3.4- 3.6 GHz	5.7- 5.8 GHz
Channel Size	3.5 MHz	3.5 MHz	7 MHz	7 MHz	10 MHz
Duplex Type	TDD	FDD	TDD	FDD	TDD

(a) **Inclusion of Profile Index Designation.** As a condition to using the Certification Logo, the Member must include the applicable profile index designation for the Certified Product. In other words, inclusion of the profile index designation is mandatory in all uses of the Certification Logo.

(i) **Placement.** The Member must place the profile index designation on or adjacent to the Certified Product and/or the Certification Logo in a manner that clearly associates the designation with the Certified Product and the specific certification that applies to the Certified Product. The rules regarding placement of the profile index designation in situations in which multiple products are depicted are the same as the rules for the Certification Logo described in Section 4(b) above. For example, if there is both a Certified Product and an uncertified product in an advertisement, the profile index designation must be placed in a manner that clearly associates it with the Certified Product. Similarly, if there are multiple Certified Products in an advertisement and different profile indices apply to those products, the placement of each profile index designation must clearly associate that designation with the correct product.

(ii) **Form.** The Member may use the typographical font of its choosing to represent the profile index designation so long as the designation is clearly legible. The Member may include a WiMAX Forum-approved translation of the designation provided that it also includes the standard English designation described in these guidelines.

6. **Usage Violations.** If the WiMAX Forum becomes aware of violations of these guidelines, it may take any of the following actions:

(a) It may contact the Member in writing or by telephone.

(b) It may provide the Member with a reasonable amount of time, as the WiMAX Forum may determine in its sole discretion, to correct noncompliance.

(c) If the Member fails to correct the noncompliance, the WiMAX Forum may suspend or terminate the Member’s membership and/or bring legal action, as the WiMAX Forum determines to be appropriate under the circumstances.

7. Enforcement Costs. This guidelines are part of the WiMAX Forum trademark policies and guidelines. The Member will reimburse the WiMAX Forum for any and all costs, fees, expenses and damages that the WiMAX Forum incurs should it be required to take legal or administrative action to correct Member noncompliance.

Appendix

Certification Logo Representations:



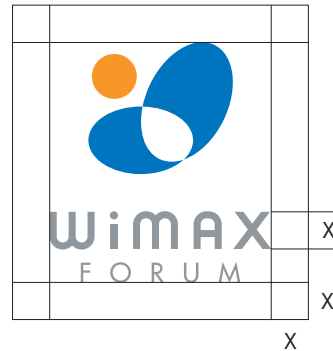
Identity Elements

The WiMAX Forum signature consists of a symbol and logotype.



Clear Space

The diagram below represents the minimum acceptable distance between the WiMAX Forum signature and other elements such as text or graphics.



Color usage

Full color version on a white or light background



One color version on a white or light background



One color version on a black or dark background



Minimum size

The minimum size for the WiMAX Forum signature is 10mm or 28 pixels wide. A small version of the signature, optimized for use on the web is available by request.



10mm



10mm

Color palette

Color specifications for use in print and web.

PMS 151

0C 48M 95Y 0K
255R 153G 51B
FF9933

PMS 2935

100C 47M 0Y 0K
OR 102G 153B
006699

PMS 430

6C 0M 0Y 47K
153R 153G 153B
999999



Typography

Use the Futura typeface for all WiMAX communications. Use the Arial typeface for the web and when Futura is not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Futura

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Arial