



Palm Trademarks and Brand Identity

The Palm brand identity is a valuable asset of Palm, Inc. ("Palm") and delivers a unique promise to its customers of solutions that are simple, elegant, and truly useful. Everyone — including Palm licensees, employees, contractors, suppliers, distributors, consultants, developers, and even those with no relationship with Palm — will be held responsible for correct usage of trademarks, logos, and trade dress that are owned by or licensed to Palm and/or its wholly-owned affiliate, the Palm Trademark Holding Company LLC (the "Palm Trademarks"), including the trademarks listed below and the "palm"-formative trademarks.

These guidelines will help you use the Palm Trademarks correctly and consistently in compliance with Palm's requirements. Please read them in their entirety and strictly adhere to them.

IF YOU ARE CONSIDERING USING A PALM TRADEMARK THAT IS NOT INCLUDED IN THE LIST BELOW, YOU MUST CONSULT ONE OF THE CONTACT PERSONS LISTED BELOW TO MAKE SURE THAT USE OF SUCH TRADEMARK IS ALLOWED.

Rules for proper usage

1. **Use Palm trademarks as adjectives followed by appropriate nouns.**

Do not use them as verbs or nouns. The appropriate nouns for certain Palm trademarks are listed at the end of this document.

Don't: Visit Palm® to learn more about the latest services.

Do: Learn about the latest Palm® services at www.palm.com.

As a corollary to this rule, Palm Trademarks should not be pluralized, hyphenated, or used as possessives or verbs.

NEVER pluralize trademarks.

Don't: Treo™ Pros feature color touchscreens.

Do: Treo™ Pro smartphones feature color touchscreens.

NEVER hyphenate trademarks.

Don't: Our keyboard is Palm®-ready.

Do: Our keyboard is compatible with Palm® products.

NEVER use trademarks as possessives.

Don't: Compare Blazer's® features.

Do: Compare features of the Blazer® browser.

Never use trademarks as verbs.

Don't: VersaMail® to your friends. Do: Use the VersaMail® application to contact your friends.

2. **Always use the correct spelling and format of trademarks and logos, and make prominent use of the correct trademark notice symbols in superscript or subscript.**

Don't: Use your Centro smartphone to connect to the Internet. Do: Use your Centro™ smartphone to connect to the Internet.

3. **Always use trademarks, logos, and trade dress only in the correct contexts.**

Use of some brand elements allowed only in connection with certain products or by particular parties

Don't: Use the Palm corporate logo or trade dress for licensee products.

Don't: Assume that a use is permissible.

Do: Check with the contacts listed below in order to determine whether a proposed use is permissible.

Unlicensed Uses of Palm Trademark

1. **Use of Palm trademarks in company, product, service, domain names and institution names.**

Unless specifically licensed by Palm, a third party should not use any Palm trademark as part of its company, product, service, domain or institution name, or to suggest Palm's sponsorship, endorsement or affiliation.

Don't: Use the URL www.Palmstore.com.

Do: Use the URL www.xyz.com/products/gamesforTreo.

2. **Fair use of Palm trademarks** Palm allows you to make "fair use" of Palm product and service brands in true and non-misleading factual statements about those Palm products, or to truthfully communicate that your product is compatible with, or was designed for use with, a Palm product. All such statements must, of course, be accurate. Do not use Palm Trademarks in a manner that would disparage Palm, its subsidiaries, its products, or services (e.g., untruthful advertising, false/misleading promotional materials, etc.).

Do: XYZ software is compatible with Treo™ smartphones (if truthful).

Do: The Treo™ smartphone runs our software more efficiently than other mobile devices (if truthful).

NEVER use Palm's logos or stylized marks unless you have express written permission from Palm. Unlicensed use of logos or stylizations (as distinguished from word marks) is not a fair use and is strictly prohibited by Palm.

Do: Indicate that ABC keyboards are designed for Palm® products.

Don't: Use the Palm logo when referring to ABC™ keyboards for Palm® products.

NEVER combine your trademark with a Palm trademark or any other word.

Do: XYZ, Inc. introduces XYZ™ reader software on the Palm® AddIt™ application.

Don't: XYZ, Inc. introduces AddItReader software.

NEVER use a Palm trademark in a way that would suggest that Palm endorses, sponsors or is affiliated with your product or company (unless you have Palm's express permission to do so).

NEVER use or imitate Palm slogans or tag lines. Use of slogans or tag lines would not be to refer to a Palm product or service, or to communicate your product's compatibility, so it would not be a fair use.

When making fair use of a Palm trademark, you should acknowledge that Palm, Inc. owns or is the exclusive licensee of the trademark. The following language is appropriate:

"Palm, Treo and Centro are among the trademarks or registered trademarks owned by or licensed to Palm, Inc."

Palm Trade Dress

Palm owns rights in the distinctive "look and feel" of its product configurations and packaging. This "trade dress" includes the unique style of Palm's smartphones, handhelds and other products, their packaging, and the layout of their web properties. Palm considers its trade dress to be among its most valuable assets and prohibits others from using it except under express license.

Notice Symbols

To put the world on notice that Palm claims exclusive rights in its trademarks, please use the ® symbol to indicate registered trademarks and the ™ symbol to indicate unregistered trademarks. Wherever possible, trademark notice symbols should be superscripted after word marks and subscripted after logos. If superscript or subscript is not available or may not be transmitted correctly (for example, in e-mail), use parentheses: (TM) and (R). Third parties who have Palm's express permission to use Palm's logos should note that notice symbols should ALWAYS appear with logos. Generally, notice symbols should appear with Palm word marks in their first AND most prominent occurrence in a document. If a particular page is likely to be separated from the whole, such as a chart or presentation slide, mark the first and most prominent occurrence on EVERY PAGE.

Non-Trademark Uses

Trademark notice symbols are used with words only when they function as trademarks to identify a product or service, not when the words are used as company names or in other ways. For example:

1. **"Organize your life with the latest Palm® product."**
Use an ® symbol because Palm identifies a product.

2. **"Palm is a leading manufacturer of smartphones."** Do not use an ® symbol because "Palm " is used as a company name, not as a brand.

Trademark Attribution Blocks

In order to protect Palm's valuable intellectual property rights, all publicly distributed communications mentioning Palm Trademarks should include an attribution block. Communications containing many Palm Trademarks should follow the long-form format:

Palm, Treo, stylizations and design marks associated with Treo Pro, Centro, Blazer and AddIt are among the trademarks or registered trademarks owned by or licensed to Palm, Inc. All other brand and product names are or may be trademarks of, and are used to identify products or services of, their respective owners.

Of course, you may shorten the attribution block by removing any trademarks that are not referenced in a particular communication. For example, an advertisement containing references to the Treo™ Pro smartphone should contain an attribution block following the short-form format:

"Palm and Centro are among the trademarks or registered trademarks owned by or licensed to Palm, Inc.

Again, this format should be revised to include only the trademarks actually used in a particular document.

A frequently updated copy of the Palm trademark attribution block is available at:

<http://www.palm.com/us/company/trademark.html>

Trademark Guidelines

These Trademark Guidelines are for distribution to third parties, including Palm licensees and resellers. When these guidelines are revised, the updated version will be posted at:

<http://www.Palm.com/us/company/trademark.html>

To obtain permission for proposed uses of the Palm Trademarks by you or for materials distributed only in a specific country, copies of these guidelines, usage of trademarks beyond the scope of these guidelines, to report violations of these guidelines, or for questions regarding the Palm Trademarks, contact:

palm.trademarks@palm.com

Trademark and Noun List

Below is a list of some of the Palm Trademarks, along with the nouns with which the marks may be used. All nouns should appear in lowercase except where accepted capitalization rules dictate otherwise (headings, titles, etc.). The nouns may be pluralized when necessary. The ™ and ® symbols reflect the trademark registration status in the U.S. Patent and Trademark Office and may not be appropriate for materials to be distributed outside of the United States.

Palm®
accessory
device
handheld

Treo™ product
service
smartphone
software

Centro™ accessory
smartphone
product

MyPalm™ accessory
smartphone
product

Tungsten™ service
website
software
account

VersaMail® accessory
handheld

Blazer® software
application

AddIt™ browser
software
application

Palm OS® by ACCESS software
application

Handspring® handheld
accessory
product

Zire® accessory
handheld