

Milan Trademark and Logo Usage Guidelines

Avnu Alliance has defined a procedure for members' use of the Milan™ certification mark (meaning the Stylized M® Logo shown in Appendix A below) on certified products and related product collateral and packaging to indicate Avnu Alliance recognition of products that have met particular criteria as defined in the Milan Certification Mark Program. These Milan Trademark and Logo Usage Guidelines (these "Guidelines") have been created to specifically address the requirements and guidelines for Avnu Alliance members' use of the Stylized M Logo on and in connection with such certified products (hereafter, the "Certified Product(s)").

The Certification Mark Qualifying Policy, which describes the procedure for having a product recognized as a Certified Product, can be found under the members area of the Avnu Alliance website or may be requested from Avnu Alliance Administration at administration@avnu.org.

These Guidelines also address members' use of Avnu Alliance's Milan & Design® and Milan™ marks to reference the Milan services provided by Avnu Alliance.

Avnu Alliance reserves the right to modify these Guidelines as it deems necessary, and members will be required to comply with the updated Guidelines within six (6) months of receiving notice of such updated Guidelines, or sooner if reasonably possible.

NO LICENSE OR OTHER RIGHTS GRANTED

This document does not grant any right, license, title, or other interest in or to the Stylized M Logo, the MILAN & Design mark, the MILAN mark, or any of the trademarks and/or service marks discussed in these Guidelines. All such rights and usage license must be granted in a separate, written agreement signed by Avnu Alliance.

LEGAL DISCLAIMER

NOTHING CONTAINED IN THESE GUIDELINES SHALL BE DEEMED AS GRANTING ANY KIND OF LICENSE, EITHER EXPRESSLY OR IMPLIEDLY, IN THE CONTENT DESCRIBED OR CONTAINED IN THESE GUIDELINES, OR TO ANY INTELLECTUAL PROPERTY OWNED OR CONTROLLED BY AVNU ALLIANCE, INCLUDING WITHOUT LIMITATION THE STYLIZED M LOGO, THE MILAN & DESIGN MARK, THE MILAN WORD MARK, OR OTHER SERVICE MARKS, AND/OR TRADEMARKS DISCUSSED IN THESE GUIDELINES. THE INFORMATION CONTAINED IN THESE GUIDELINES IS PROVIDED ON AN "AS IS" BASIS, AND, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, AVNU ALLIANCE DISCLAIMS ALL WARRANTIES AND CONDITIONS, EITHER EXPRESS OR IMPLIED, STATUTORY OR AT COMMON LAW, INCLUDING WITHOUT LIMITATION IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE OR ACCURACY. AVNU ALLIANCE FURTHER DISCLAIMS ANY AND ALL WARRANTIES OF NONINFRINGEMENT OF THIRD-PARTY RIGHTS, OF TITLE, OF VALIDITY OF AVNU ALLIANCE'S RIGHTS IN THE STYLIZED M LOGO, THE MILAN & DESIGN MARK, THE MILAN WORD MARK, AND/OR OTHER TRADEMARKS AND SERVICE MARKS IN ANY COUNTRY.

The Stylized M® Logo, MILAN & Design®, and MILAN™ word mark are registered or unregistered service marks and certification marks of Avnu Alliance, Inc. in the United States and other countries. All rights reserved. Unauthorized use strictly prohibited.

1. Introduction

The Stylized M Logo is intended to represent to industry players and end users that an associated product meets Avnu Alliance's Milan protocol, which provides for AVB interoperability of networked audio visual devices for use in the professional electronics market (per the "Milan Specifications").

These Guidelines are intended to detail allowed and prohibited uses of the Stylized M Logo for Avnu Alliance members who manufacture and sell Certified Products that have passed the test for compliance with the Milan Specifications, and who have signed a Certification Mark License Agreement and received a countersigned Certification Mark License Agreement from Avnu Alliance.

These Guidelines address only the most common uses of the Stylized M Logo. Merely because a particular use of the Stylized M Logo is not described in these Guidelines does not mean it is either allowed or prohibited. It is important to note that the rules sometimes vary from country to country and from case to case. For questions regarding any use of the Stylized M Logo that is not described in these Guidelines or regarding Avnu Alliance's Certification Mark Program, contact administration@avnu.org.

More information regarding the Milan Certification Mark Program can be obtained at:

https://groups.avnu.org/wg/Avnu_Members/wiki.

These Guidelines also address members' use of the MILAN & Design® mark and the MILAN™ word mark. Please direct any questions regarding use of these marks to administration@avnu.org.

For information regarding use of the Stylized N® Logo, AVNU & Design®, AVNU ALLIANCE®, and AVNU® marks, see our Avnu Trademark and Logo Usage Guidelines, available here

https://groups.avnu.org/wg/Avnu_Members/document/folder/84.

2. Certification Program and Mark

Each member must use the correct certification mark to indicate the specification to which the member's Certified Product was certified. For Certified Products that are certified as compliant with the Milan Specifications, use the Stylized M® Logo addressed in these Guidelines. For Certified Products that are certified as compliant with the Avnu Specifications, use the Stylized N® Logo addressed in the Avnu Trademark and Logo Usage Guidelines, located here https://groups.avnu.org/wg/Avnu_Members/document/folder/84.

3. Stylized M Logo and MILAN & Design® Mark Usage Requirements

3.1 Obtaining the Stylized M Logo and MILAN & Design Mark

Avnu Alliance will provide access to the graphic files depicting the Stylized M Logo after a member has signed the Certification Mark License Agreement and submitted it to Avnu Alliance, and after Avnu Alliance has counter-signed the Certification Mark License Agreement. Avnu Alliance will also provide access to the MILAN & Design mark graphic files.

3.2 Avnu Alliance Membership Requirement

As stipulated by the Avnu Alliance Certification Mark Qualifying Policy, only Avnu Alliance members may use the Stylized M Logo on and in connection with Certified Products after a member has completed the process outlined in the Certification Mark Qualifying Policy. If any company allows its Avnu membership to lapse following the recognition of a

Certified Product, that company must cease all use of the Stylized M Logo, cease all manufacture of product bearing the Stylized M Logo, and cease all express and implied claims of Milan certification. Understanding that products may have already been produced, the outgoing member will have six (6) months to complete distribution of product inventory bearing the Stylized M Logo that was manufactured prior to the date when the entity or individual ceased to be a member of Avnu Alliance (excluding any inventory that was manufactured specifically in anticipation of termination of membership). Following the expiration of this six- (6-) month period, no additional inventory bearing the Stylized M Logo may be promoted, sold, shipped, or otherwise distributed, and the former member shall, upon request, provide to Avnu Alliance written certification of the destruction of all such remaining inventory by an officer of the former member.

3.3 Avnu Alliance Right to Review

Avnu Alliance members should expect periodic requests from Avnu Alliance to review the Certified Products and the advertising, packaging, brochures, or other materials associated with the supply and promotion of the Certified Products. It is expected that Avnu Alliance member will cooperate with Avnu Alliance to meet the usage requirements set forth by these Guidelines, as required by the Certification Mark License Agreement.

3.4 Form Requirements for the Stylized M Logo

Avnu Alliance Members shall comply with the following form requirements regarding the use of the Stylized M Logo:

- a. **DO NOT ALTER MARK:** Members shall not alter, separate, or distort the Stylized M Logo in perspective or appearance, and members must use the Stylized M Logo exactly as it appears in the digital artwork files to which members with Certified Products are given access by Avnu Alliance. Members may not use any third-party artwork files for the Stylized M Logo.
- b. **VERSIONS OF MARK:** The Stylized M Logo may be used in advertising, direct mail, promotional materials, and/or documentation promoting the Certified Products. For all printed materials, Avnu Alliance recommends the use of the EPS logo files because these files can be reproduced at any size without compromising the quality of the Stylized M Logo. For one-color advertisements or other promotional materials, the black and white versions of the Stylized M Logo artwork are to be used. For color advertisements or other promotional materials, members may use either the black and white or the full-color versions of the Stylized M Logo artwork.
- c. **DO NOT ADD WORDS OR DESIGNS:** The Stylized M Logo may not be combined with or incorporated into other words, phrases, or designs.
- d. **ASSOCIATE MARK WITH CERTIFIED PRODUCT:** The Stylized M Logo, when used or placed on a Certified Product or on packaging or collateral associated with a Certified Product, must be used in a manner that clearly associates the Stylized M Logo with the Certified Product, and not with any company or service or non-certified product or non-certified portion of a product.
- e. **NO ASSOCIATION WITH NON-CERTIFIED PRODUCTS OR ELEMENTS OF PRODUCTS:** If multiple products are featured in an advertisement or other promotional materials and some of them are not certified, the Stylized M Logo must be used only in conjunction with the Certified Product and must be placed on, or directly adjacent to, an image of the Certified Product or directly adjacent to a textual description of the Certified Product. Similarly, if a Certified Product constitutes only a portion of another member product, the member may only use the Stylized M Logo in reference to that portion of the member product that constitutes the Certified Product, and the member must specifically indicate which portion of the

member's product constitutes the Certified Product in all packaging and other materials that display the Stylized M Logo.

- f. **MEMBER'S BRAND:** The member's company name, product name, or company or product logo must appear on any Certified Product and packaging and related materials where the Stylized M Logo appears. The Stylized M Logo cannot be larger or more prominent than the member's company name, product name, or company or product logo.
- g. **SPACING, COLOR, SIZE:** The member must follow the spacing, color, and size guidelines for use of the Stylized M Logo set forth in Appendix A. The Stylized M Logo must not be displayed in a size so small that any design feature or the registered or unregistered trademark notice symbol of the Stylized M Logo is lost.

3.5 Placement of the Stylized M Logo

- a. **PLACEMENT ON THE CERTIFIED PRODUCT:** Members should place the Stylized M Logo directly on Certified Products and their packaging whenever possible. The Stylized M Logo may also be used on display screens incorporated into a Certified Product.
- b. **PLACEMENT ON PRODUCT PACKAGING:** If the Stylized M Logo is used on product packaging, it should be placed on the front, rear, side, or top viewing panel of the Certified Product packaging. The mark can be printed directly onto packaging or placed securely on the packaging using a label or sticker.
- c. **PLACEMENT ON WEBSITES:** When used on a member's website, the ideal location for the Stylized M Logo is directly adjacent to the Certified Product listing and/or image in the product section of the member's website.
- d. **THIRD PARTY MARKS:** The Stylized M Logo should never be obstructed by another label or sticker or any member or third-party trademark or logo. In all cases, the Stylized M Logo should be displayed equally and fairly in comparison to third-party logos and trademarks (such as third-party certification marks), when being placed on a Certified Product, packaging, website, or other materials that contains third-party logos or trademarks.

3.6 Prohibited Uses. Avnu Alliance prohibits the following uses of the Stylized M Logo:

- a. The Stylized M Logo must never be used or associated with products or portions of products that Avnu Alliance has not certified.
- b. The Stylized M Logo must never be used in any manner that is likely to suggest or imply Avnu Alliance's endorsement of a specific company, its non-certified products, or its services.
- c. The Stylized M Logo (or any variation thereof) must not be used in any company name, product name (even for a Certified Product), model number, part number, service name, SKU or CPU of a product or service, domain name, website name, or the like.
- d. Members may not combine the Stylized M Logo with any other feature, including without limitation, other trademarks or service marks, words, graphics, photos, slogans, numbers, design features, or symbols. Variations of the Stylized M Logo may confuse the market as to the certification status of the products and such variations may infringe upon Avnu Alliance's rights.

- e. The Stylized M Logo must not be used in any manner or on any material that disparages or is likely to disparage Avnu Alliance or the Certification Mark Program, or in any other manner that is or is likely to be misleading, obscene, infringing, or that dilutes, impairs, or diminishes (or is likely to dilute, impair, or diminish) Avnu Alliance's rights and goodwill in the Stylized M Logo. Further, the Stylized M Logo must not be used in connection with any unlawful activities or to encourage unlawful activities.
- f. The Stylized M Logo must not be used in any manner shown in Appendix B.
- g. Avoid ubiquitous uses of the Stylized M Logo. For example, do not incorporate the Stylized M Logo into a background to be used at a trade show booth or as a watermark or background for a PowerPoint presentation. Further, the Stylized M Logo may not be used as a design feature in any member company materials.

3.7 Use of MILAN & Design mark in product contexts and on certified products

Members may choose to use the MILAN & Design mark on Certified Products in addition to the Stylized M Logo. In that case all rules that are defined in section 3.2 - 3.6 for the usage of the Stylized M Logo on products and in product contexts also apply to the MILAN & Design mark.

3.8 Notice to be used with Stylized M Logo

The Stylized M Logo should appear with the trademark symbol or registered trademark symbol exactly as shown in the Avnu digital artwork files. The symbol must be legible at all times.

When distributing Certified Products in countries where the Stylized M Logo is registered, use the artwork from Avnu Alliance that contains a ® symbol next to the mark.

When distributing Certified Products in countries where the Stylized M Logo is not registered, use the artwork from Avnu Alliance that contains a ™ symbol next to the mark.

Appendix C also shows countries in which the Stylized M Logo is registered or the subject of pending applications.

Do not use the ® symbol for the Stylized M Logo in any country in which the logo is not registered. Falsely indicating that a mark is registered may trigger civil and criminal penalties. As such, for products that will be distributed in multiple countries, including countries where the logo is registered and others where it is not, use the ™ symbol. In other words, if you cannot ensure that Certified Products displaying the ® symbol with the Stylized M Logo will not be distributed into countries where the logo is not registered, then you must use the ™ symbol instead.

4. Use of Milan™ Word Mark

In text, a member may state the fact that its product is a Milan Certified Product by using the word mark Milan™ (example: "Our [xyz product] has been certified and is compliant with Milan™ interoperability specifications"). Use of the Milan™ word mark to indicate that a product is a Milan Certified Product in text should not replace the member's use of the Stylized M Logo when possible. Always use the ™ symbol next to the Milan word mark when used in this context.

Members may otherwise use the MILAN word mark in product names and otherwise to indicate that they intend that their products comply with the Milan Specifications and to otherwise indicate support for the Milan Specifications.

Members may not use the MILAN word mark in names of non-certified products that are actually sold or otherwise distributed in the market.

When using the Milan™ word mark in text in the manner described in this Section 4, follow the general requirements for use of word marks, as set forth in Section 5 of these Guidelines.

5. SERVICE MARK USAGE

Avnu Alliance uses the following service marks relating to the organization’s Milan certification program:



5.1 Service Mark Usage Notes

Members may use the MILAN™ and MILAN & Design® service marks in connection with non-certified products but for which certification is pending or that the applicable member intends to submit for certification in the future. Once the products are certified, then the member must use the Stylized M Logo in connection with the Certified Products, though members can also continue to use the MILAN™ and MILAN & Design® marks.

5.2 Form Requirements

Members shall comply with the following form requirements regarding the use of the MILAN™ and MILAN & Design® marks:

- a. Member shall not alter, separate, or distort the marks in perspective or appearance, and should not vary the spelling, add hyphens, make one word two words or more, use a similar mark, use a phonetic equivalent, use abbreviations, translate the marks, or otherwise alter or modify the marks in any way.
- b. Members must use the MILAN & Design® mark (shown in Appendix A) exactly as it appears in the digital artwork files to which the member is given access. Member may not use artwork for the mark provided by third parties.
- c. Member must follow the spacing, color, and size guidelines for use of the MILAN & Design® mark set forth in Appendix A. For all printed materials, Avnu Alliance recommends the use of the EPS logo files because these files can be reproduced at any size without compromising the quality of the MILAN & Design mark. For one-color advertisements or other promotional materials, the black and white versions of the MILAN & Design artwork are to be used. For color advertisements or other promotional materials, members may use either the black and white or the full-color versions of the MILAN & Design artwork.
- d. Members must use the MILAN word mark as an adjective that is followed by a noun. Never use the mark as a verb or noun, or in the possessive or plural forms.

5.3 Prohibited Uses

Avnu Alliance prohibits the following uses of the MILAN™ and MILAN & Design® service marks:

- a. The marks must never be used in any manner that is likely to suggest or imply Avnu Alliance's endorsement of a specific company or its non-certified products.
- b. The service marks (or any variation thereof) must not be used in any company name or domain name.
- c. The marks must not be used in any manner or on any material that disparages or is likely to disparage Avnu Alliance or the Milan Certification Mark Program, or in any other manner that is or is likely to be misleading, obscene, infringing, or that dilutes, impairs, or diminishes (or is likely to dilute, impair, or diminish) Avnu Alliance's rights and goodwill in the marks. Further, the marks must not be used in connection with any unlawful activities or to encourage unlawful activities.
- d. The MILAN & Design® mark must not be used in any manner shown in Appendix B.
- e. Avoid ubiquitous uses of the MILAN & Design mark.

5.4 Notice to be used with MILAN™ and MILAN & Design® Marks

The appropriate trademark notice symbol (® or ™) must be applied to the MILAN™ and MILAN & Design® marks in accordance with these Guidelines and as updated by the Avnu Alliance in the future. In the United States, the ® symbol should be used for the MILAN & Design® mark to indicate that it is a registered mark of Avnu Alliance. When using the MILAN™ word mark, the ™ symbol should be used to indicate that it is an unregistered mark of Avnu Alliance.

For the MILAN & Design® mark, the registered trademark symbol must appear with the mark exactly as shown in the Avnu Alliance digital artwork files. The symbol must be legible at all times.

Appendix C shows a list of territories in which the MILAN & Design® mark is registered. Do not use the ® symbol for a mark in any country in which the mark is not registered. Falsely indicating that a mark is registered may trigger civil and criminal penalties.

When using the MILAN™ word mark (meaning when not using the stylized version of the mark), you must use the ™ symbol to indicate that it is an unregistered mark of Avnu Alliance. There are currently no pending applications to register the MILAN™ word mark.

Notwithstanding anything to the contrary in these Guidelines, if using the MILAN & Design mark on product, you must use the ™ symbol next to the mark because the mark is not registered for any products in any country.

5.5 Overview of permitted and prohibited mark placements

Item	Mark	On products	On product related material (packaging, brochures, manuals, and similar materials)	In context of product advertising	In product name	In BRAND related marketing (adverts, presentations, show booth, websites)
Stylized M Logo (Certification Mark)		Only if product is Milan certified			No	No. Use strictly in close context to a Certified Product.
Milan & Design Logo (Brand Mark)		Yes, at any time, so long as the use does not indicate that a non-certified product for which a Milan certification program exists is Milan certified.				
Milan Word Mark	Milan TM	Yes				Yes

6. Ownership Attribution LEGEND

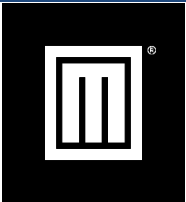
Avnu Alliance strongly encourages its members to attribute ownership of the marks described in these Guidelines to Avnu Alliance by using a trademark ownership legend in marketing materials that will be disseminated to third parties or otherwise publicly available. In any material in which the member identifies either the member or any third party as the owner of any trademarks, the member is then required to also include the Avnu Alliance legend. The preferred form of legend is:

“The Stylized M[®] Logo, the MILAN & Design[®] mark, and the MILANTM word mark are registered or unregistered service marks and certification marks of Avnu Alliance, Inc. in the United States and other countries. Unauthorized use strictly prohibited.”

The legend should appear on the copyright page, on the last page of material, and/or on product packaging.

APPENDIX A: Logo Guide

Members may use the logo as shown in this Appendix A and solely in compliance with these Guidelines.

	STYLIZED M® LOGO (CERTIFICATION MARK)	MILAN & DESIGN® MARK
CMYK		
B&W		
REVERSE		

Acceptable Space

The area directly around the logo should remain clear of all images or text. The logo should always be surrounded by an adequate amount of clear space in order to set it apart from other elements.

For the MILAN & Design® mark, acceptable space can be measured using the length of the first "leg" of the "M" as outlined in the Milan Style Guide at https://groups.avnu.org/wg/Avnu_Members/document/folder/84.

For the Stylized M™ Logo, acceptable space can be measured using the distance from the corner of the logo as outlined in the Milan Style Guide at https://groups.avnu.org/wg/Avnu_Members/document/folder/84.

Color Guide

Print Colors

- The CMYK color is 80.14, 79.42, 7.25, 0.47.
- Keep in mind that the color of ink can shift based on the color and type of material on which it is printed.

Web Colors

- The color for website application is defined by RGB values 83, 79, 151.
- Please remember that colors can shift significantly between operating systems and monitors.

Silk Screen

- When used as labeling on a Certified Product, the Stylized M Logo may be printed or silkscreened in black or in the specific color in which all other third party or standards-based marks are printed on the device.

Size

When applied to a Certified Product, the Stylized M Logo shall be at least as prominent as other third party technology marks or logos appearing on the product. The Stylized M Logo shall be 3mm tall or larger.

APPENDIX B: Unacceptable Logo Uses

The following samples show unacceptable uses of the Stylized M Logo and the MILAN & Design® mark. The Stylized M Logo is used to show the examples of unacceptable uses, but members are also restricted from using the other marks in the following unacceptable ways.

UNACCEPTABLE LOGO USES	EXAMPLE
Do not place the logo on a busy background. A busy background would not follow the clear space guidelines found in Appendix A of these Guidelines	
Do not change the colors of the logo.	
Do not use the logo without the appropriate trademark notice symbol.	
Do not change the proportion or position of elements within the logo.	
Do not add a drop shadow.	
Do not fade or use the logo as a watermark.	
Do not tilt or rotate the logo.	

Appendix C

Territories in which the Stylized M™ Logo and MILAN & Design® Mark are Registered or the subject of pending applications

1.



Registered in China, the United States, the European Union, Japan, and the United Kingdom – Use ® symbol next to this mark when used in China, the United States, the European Union, Japan, and/or the United Kingdom to reference the Milan specifications or services. When used on product, the MILAN & Design mark must contain the ™ symbol because the mark is not registered for any goods.

For use of this mark in any country not listed here or for use of this mark on any products, use the ™ symbol.



2.

Certification mark

Registered in China, the United States, the European Union, Japan, and the United Kingdom – Use ® symbol next to this mark when used in China, the United States, the European Union, Japan, and/or the United Kingdom.

For use of this mark in any country not listed here, use the ™ symbol.