Palm, Inc. External Trademark Guidelines

The Palm Brand Identity is a valuable asset to Palm, Inc. and delivers a unique promise to its customers: solutions that are simple, elegant, and truly useful. Everyone – including Palm licensees, employees, vendors, distributors, consultants, partners, and developers – must be responsible for using Palm trademarks, logos, and trade dress correctly everywhere, all the time, internally and externally.

These guidelines will help you use Palm trademarks correctly and consistently, thus increasing the value of these important assets to the entire Palm economy. Please read them in their entirety.

The Top Three Trademark Rules

1. **Always use Palm trademarks as adjectives followed by appropriate nouns.**
    Do not hyphenate trademarks with other words or use them as verbs or nouns. The appropriate nouns for the various Palm trademarks are listed at the end of this document.

    - Don't: Use your Palm™ to organize all your data.
    - Don't: HotSync® your handheld to backup your data.
    - **Do: Use your Palm™ handheld to organize all your data.**
    - **Do: Perform a HotSync® operation to backup your data.**

2. **Always use the correct spelling and format of trademarks and logos with the correct trademark notice symbols in superscript or subscript.**
    Check http://www.palm.com/about/trademark.html for the correct format of Palm trademarks. Check the mark owner's website for third party marks.

    - Don't: Use the Hotsync® function to back up data.
    - **Do: Use the HotSync® function to back up data.**
    - **Do: Graffiti(R) handwriting recognition software is built into all Palm(TM) handhelds.**

3. **Always use trademarks, logos, and trade dress only in the correct contexts.**
    Some brand elements are intended for use only with certain products or by particular parties (e.g., Palm only, or Palm and its partners).

    - Don't: Use the Palm corporate logo or trade dress for licensee products.
    - **Do: Use the Palm Powered logo on Palm OS licensee and OEM products.**
    - **Do: Use the Palm Powered Compatible Solution logo on compatibility-tested software.**
    - **Do: Use the Designed for Palm Handhelds logo on approved hardware/accessories.**

Developer Names

Third parties should not include "Palm" as part of their company, product, service, and domain or institution names. Palm will not partner with or promote companies that do so. Rather than use names like "PalmChess" or "PalmDatacenter" to show a relation to Palm or its products, third parties should use one of these approved taglines:

▪ "for Palm OS®" ▪ "for Palm OS® handhelds"	▪ "for Palm™ handhelds" ▪ "for Palm Powered™ handhelds"

After passing compatibility testing and signing the appropriate agreements, third parties may also use the *Palm Powered Compatible Solution* logo on software and the *Designed for Palm Handhelds* logo on hardware and accessories.

Third-party websites should not use "Palm" as part of their top-level domain names. After signing a no-fee license agreement, they can use "PalmOS" as part of their top-level domain names. They can also use "Palm" or "PalmOS" as internal parts of URLs without permission as long as such use is not likely to suggest sponsorship by, or affiliation with, Palm.

- Don't: www.PalmCentral.com
- **Do: www.PalmOSCentral.com (only under royalty-free license from Palm)**

- **Do:** **www.adobe.com/products/acrobat/ReaderforPalmOS**

Notice Symbols

To put the world on notice that Palm claims exclusive rights in its trademarks, please use the notice symbol ® to indicate registered trademarks and ™ 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 (e.g., in email), use parentheses: (TM) and (R). Notice symbols should ALWAYS appear with Palm 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 in EVERY PAGE.

Non-Trademark Uses

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

- **"Quickly enter text using the Palm™ portable keyboard."**
  Use a TM symbol because the portable keyboard is a product offered for sale.
- **"Palm employees should wear Palm Blue to trade shows."**
  Do not use a TM symbol because "employees" and "Blue" are not products offered for sale.
- **"Palm is the leading manufacturer of handheld computers."**
  Do not use a TM symbol because "Palm" is used as a company name.

Trademark Attribution Blocks

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

> Palm OS, Palm Computing, HandFAX, HandSTAMP, HandWEB, Graffiti, HotSync, iMessenger, MultiMail, Palm.Net, PalmPak, PalmConnect, PalmGlove, PalmModem, PalmPoint, PalmPrint, and PalmSource are registered trademarks of Palm, Inc. Palm, the Palm logo, MyPalm, PalmGear, PalmPix, PalmPower, AnyDay, EventClub, HandMAIL, the HotSync logo, PalmGlove, Palm Powered, the Palm trade dress, Smartcode, Simply Palm, WeSync and Wireless Refresh are trademarks of Palm, Inc.

Of course, the attribution block may be shortened by removing any trademarks that are not referenced in a particular communication. For example, an advertisement containing references to HotSync technology, the Palm OS Platform, a photo of a Palm m100 handheld and featuring the Palm Powered logo should contain an attribution block following the **short-form format:**

> HotSync and Palm OS are registered trademarks of Palm, Inc. Palm, the Palm logo and Palm Powered and the Palm Powered logo are trademarks of 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 can be found at:

> http://www.palm.com/about/trademark.html

Palm Trade Dress

Palm's trade dress is the visual vocabulary of the Palm brand and includes the look and feel of packaging and web properties, the distinctive blue, silver and black color combinations, typography, locator ring and orbit, product designs, and handheld icons (Address Book, Memo, Home, Find, HotSync, etc.). Palm rarely allows third parties to use its trade dress, and then only under restrictive cobranding contracts.

Palm Logos

Palm logos should be reproduced exactly as specified in the Palm Brand Identity Guidelines booklet or CD. The Palm corporate logo should be used only by Palm, Inc. and its authorized agents, resellers, and distributors to promote Palm and Palm products. Palm logos should never be inserted into text, headlines, or body copy. In some instances, Palm, Inc. will allow third parties that sign a linking agreement to use a small version of the Palm logo as a hyperlink to the Palm.com website.

Trademark Guidelines

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

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http://www.palm.com/about/trademark.html

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Palm employees may download copies of Palm's **Internal Trademark Guidelines** from the legal section of Palm's intranet.

For materials distributed only in a **specific country**, copies of **guidelines,** to report **violations** of these guidelines or for **questions** regarding Palm trademarks, please contact:

Jason Firth		Velinda Galvin
Senior Trademark Counsel		IP Paralegal
408-878-2751	or	408-878-2748
trademarks@corp.palm.com		trademarks@corp.palm.com

Additional Trademark Rules

Never use trademarks as possessives.
- Don't: Compare iMessenger's™ features.
- **Do: Compare features of the iMessenger™ application.**

Never pluralize trademarks.
- Don't: Palms™ feature backlit screens.
- **Do: Palm™ handhelds feature backlit screens.**

Never hyphenate trademarks.
- Don't: HotSync®-enabled handhelds can synchronize remotely.
- **Do: HotSync® technology enables remote synchronization.**

Never emphasize the descriptive aspects of trademarks.
- Don't: The Palm™ Vx handheld easily fits in your palm.
- Don't: We put information in the palm of your hand.
- **Do: The Palm™ Vx handheld easily fits in a shirt pocket.**
- **Do: We put information at your fingertips.**

Trademark and Noun List

Below is a list of Palm trademarks along with the nouns with which the marks are commonly 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. Trademark Office.

AnyDay™
- services

Graffiti®
- alphabet
- character
- command stroke
- handwriting recognition software
- power writing software
- writing area

HotSync®
- button
- cable
- cradle
- icon
- manager
- operation
- server
- technology

iMessenger®
- application
- message

MultiMail®
- software
- professional email software

MyPalm™
- web clipping application
- services

Palm™
- accessory
- handheld
- handheld computer
- products
- software

PalmConnect®
- Serial Kit
- USB Kit

PalmGlove™
- Case

PalmModem®
- AC adapter
- connectivity kit
- accessory

Palm.Net®
- account
- service

PalmPak®
- expansion card

Palm OS®
- platform
- software
- handheld

PalmPoint®
- dual action stylus

Palm Powered™
- handheld
- handheld computer
- mobile phone
- smart phone
- solution

PalmSource®
- conference