

Trademark Usage Guidelines

Rev. 05
July 16, 2010



Table of Contents

Contents

OVERVIEW	5
1. THE HD RADIO™ TRADEMARKS AND BRAND ARCHITECTURE	6
1.1. The HD Radio Trademarks.....	6
1.2. The HD Radio Brand Architecture	7
2. TRADEMARK TERMINOLOGY	8
2.1. Logos versus Word Marks	8
2.2. Registered versus Unregistered Trademarks.....	8
2.3. Trademark Symbols: ® and ™	8
3. GENERAL GUIDELINES FOR USING TRADEMARKS IN TEXT	9
3.1. Apply the proper trademark symbol to the first or most prominent use of the trademark.	9
3.2. Identify iBiquity’s technology as “HD Radio Technology.”	9
3.3. Never use “HD Radio” as a noun; always use “HD Radio” as an adjective.	9
3.4. Do not make the trademark plural.	9
3.5. Do not make the trademark possessive.	9
3.6. Do not alter the trademark in any way.....	9
3.7. Be sure all of the text “HD Radio” appears on one line; do not split the text across two lines... 9	9
3.8. Use trademarks in the manner for which they are intended.....	9
3.9. Do not incorporate the trademark into a product name.....	9
3.10. Do not modify the trademark when translating into other languages.	10
3.11. Examples.....	10
4. GENERAL GUIDELINES FOR USING LOGOS	11
4.1. Use the Artwork Provided by iBiquity.....	11
4.2. Use the Proper Trademark Symbol.....	11
4.3. Apply the Trademark Symbol to Every Use of the Logo.....	11
4.4. Provide Proper Notice of iBiquity’s Ownership of the Logo.....	11
4.5. Use iBiquity’s Standard Colors.....	11
4.6. Background.....	12
4.7. Size and Placement.....	12
4.8. Never Incorporate an HD Radio Logo into Another Logo, Other Text, or Slogans.....	13
4.9. Submit Samples of your Intended Use to iBiquity before Production.....	13
5. SPECIFIC REQUIREMENTS FOR BROADCASTERS	14
5.1. On-Air Promotion.....	14
5.2. Using the HD Radio Logo.....	14
5.3. HD Radio Promotional Materials.....	14
6. SPECIFIC REQUIREMENTS FOR MANUFACTURERS	15
6.1. Broadcast Equipment.....	16
6.2. Chips.....	17

6.3. Components, Including Modules 18

6.4. Table-top and Portable Receivers 19

6.5. Home Audio Systems Containing a Separately Installed Device for Receiving an HD Radio
Signal 20

6.6. Automotive After-Market Receivers Containing an Integrated Tuner for Receiving an HD Radio
Signal 21

6.7. External Tuner Boxes for Connection to Automotive Receivers 22

6.8. Test Equipment..... 23

7. GUIDELINES FOR MEDIA AND THE PRESS 24

8. GUIDELINES FOR AUTHORS 25

APPENDIX A: THE HD RADIO™ BRAND ARCHITECTURE..... 26

List of Figures

Figures

Figure 4-1: Standard Colors for the HD Radio Logo 11

Figure 4-2: Standard Orange Color for the HD Logo..... 12

Figure 4-3: All Black Color for the HD Radio logo 12

Figure 4-4: Examples of Incorrect Background Usage..... 12

Figure 4-5: Example of Incorrect Usage: Incorporating an HD Radio Logo into a Slogan..... 13

List of Tables

Tables

Table 1-1: The HD Radio Family of Trademarks..... 6

Table 2-1: Examples of the HD Radio Logo and Word Mark 8

Table 3-1: Common Examples of Correct and Incorrect use of the HD Radio Word Mark..... 10

Overview

These guidelines are for iBiquity licensees and others who are authorized to use iBiquity's trademarks or service marks.

iBiquity's trademarks, service marks, trade names, and trade dress are valuable assets, that when used correctly add competitive advantage to your business. In following these guidelines, you help protect valuable intellectual property rights, thereby strengthening our corporate and brand identities, which ultimately help you to differentiate your products. By using any of the iBiquity trademarks, you are acknowledging that iBiquity is the sole owner of the trademark and that you will not interfere with iBiquity's rights in the trademark, including challenging iBiquity's use, registration of, or application to register such trademark, anywhere in the world. You also acknowledge that you will not harm, misuse, or bring into disrepute any iBiquity trademark. The goodwill derived from using any iBiquity trademark exclusively inures to the benefit of and belongs to iBiquity. No rights of any kind are granted hereunder, by implication or otherwise. iBiquity will notify you when changes to the guidelines are made.

In this revision of the Trademark Usage Guidelines, we have added a new Appendix A for the HD Radio Brand Architecture. The Brand Architecture provides licensees with a design framework for identifying and describing the features enabled by HD Radio Technology. Also in this revision, we have removed the section for using the HD Radio Ready logo and the section for OEM Automotive applications. These are now the subject of separate guidelines and are found in the following respective documents:

REF_PR_2741, Trademark Usage Guidelines – HD Radio Ready

REF_PR_2731, Trademark Usage Guidelines – OEM Automotive

Various other changes have been made throughout this document.

If you have any questions about these guidelines or about iBiquity's trademarks, please talk to your iBiquity representative or contact trademarkusage@ibiquity.com.




These guidelines may be modified by iBiquity from time to time and at iBiquity's sole discretion. iBiquity will notify you when changes to the guidelines are made.

1. The HD Radio™ Trademarks and Brand Architecture

1.1. The HD Radio Trademarks

iBiquity is the owner of the following HD Radio trademarks¹ that you may use in the formats and colors discussed in these guidelines. You must be authorized to use these trademarks, typically by entering into a license agreement with iBiquity. If you have any question about whether you are authorized to use these trademarks, contact your iBiquity representative or send an email to trademarkusage@ibiquity.com.

Table 1-1: The HD Radio Family of Trademarks

TRADEMARK	PROPER TRADEMARK SYMBOL	INTENDED USE
HD Radio™	TM	This word mark may be used in text related to iBiquity's HD Radio Technology and to products containing licensed HD Radio Technology.
	®	This logo may be used on products containing licensed HD Radio Technology and in manuals, advertising and promotional materials associated with those products or with HD Radio Technology.
	®	This logo is intended for use as an indicator on the display screen of a licensed HD Radio product that an HD Radio signal is being received. This logo also may be used in manuals, advertising and promotional materials associated with products containing licensed HD Radio Technology.
	None	The "Arc" logo is intended for use with features enabled by HD Radio Technology and shall be used according to the Brand Architecture described in Appendix A.

¹ iBiquity owns additional trademarks not listed here.

1.2. The HD Radio Brand Architecture

iBiquity has established formal feature names and corresponding sub-logos – a “Brand Architecture” – for HD Radio Technology enabled advanced applications. “Advanced Applications” provide consumer benefits that are not available from analog radio broadcasts or that demonstrably improve upon like analog services. These services are delivered by virtue of the HD Radio system capability to a properly enabled HD Radio receiver.

The Brand Architecture is based on the “Arc” logo, which is a branding element derived from the main HD logo to communicate the relationship between the various features and the consumer-recognized HD Radio logo. With the use of the “Arc”, “Feature Logos” were designed to help deliver added value to the product(s) and a higher value proposition to the end consumer.

See Appendix A for a detailed description of the HD Radio Brand Architecture and its usage requirements.


2. Trademark Terminology

These usage guidelines rely on the following terminology.

2.1. Logos versus Word Marks

A trademark can be comprised of a graphic, text, or a combination of both. A graphic trademark is called a “logo” and a text-only trademark is called a “word mark”. Table 2-1 presents examples of the HD Radio logo and the HD Radio word mark.

Table 2-1: Examples of the HD Radio Logo and Word Mark

LOGO	WORD MARK
	<p>HD Radio™</p>

A word mark can appear in any kind of font, color, size or style. These aspects are not a part of the trademark – it is the words themselves that form the trademark. In contrast, color, size, font, and other design elements are important parts of a logo. These aspects together form the distinctive appearance of the logo that allows it to function as a trademark. For this reason, logos should never be modified.

2.2. Registered versus Unregistered Trademarks

A “registered” trademark is a trademark for which the United States Patent and Trademark Office has issued a certificate of registration. The HD and HD Radio logos are registered trademarks. An unregistered trademark is valuable intellectual property, even though the United States Patent and Trademark Office has not issued a certificate of registration. The HD Radio word mark is an unregistered trademark. The distinctiveness of the trademark is not diminished simply because it has not been registered. It is therefore important that unregistered trademarks are used properly, just like registered trademarks.

2.3. Trademark Symbols: ® and ™

A trademark symbol indicates whether particular words or a graphic are intended to function as a trademark. This guide uses two trademark symbols: ® and ™. The ® symbol should be used with registered trademarks, including the HD and HD Radio logos. The ™ symbol should be used with unregistered trademarks, including the word mark “HD Radio.” Never use the ® symbol with the words “HD Radio” or with any other unregistered trademark.

3. General Guidelines for using Trademarks in Text

These rules apply when you want to use the word mark “HD Radio” or any other trademark as words in text, such as in product manuals, news articles, books, websites, advertising, and other promotional materials. Rules applying to the use of HD Radio logos are addressed in Section 4.

3.1. Apply the proper trademark symbol to the first or most prominent use of the trademark.

Apply a TM symbol to the first or most prominent use of the HD Radio word mark, which usually occurs in a headline, title or heading.

Example: HD RadioTM Technology

3.2. Identify iBiquity’s technology as “HD Radio Technology.”

Be sure the “T” in “Technology” is capitalized.

Example: HD Radio Technology

3.3. Never use “HD Radio” as a noun; always use “HD Radio” as an adjective.

Correct: Buy an HD Radio receiver.

Incorrect: Buy an HD Radio.

3.4. Do not make the trademark plural.

Correct: I bought two HD Radio receivers.

Incorrect: I bought two HD Radios.

3.5. Do not make the trademark possessive.

Correct: Enjoy the high-quality sound of an HD Radio receiver.

Incorrect: Enjoy HD Radio’s high-quality sound.

3.6. Do not alter the trademark in any way.

Do not use hyphens, slashes, prefixes, suffixes, etc. Do not abbreviate any part of the mark.

Correct: HD Radio Technology

Incorrect: HD-Radio technology; H/D Radio technology; HDRadio technology; HDradio technology; HD radio technology

3.7. Be sure all of the text “HD Radio” appears on one line; do not split the text across two lines.

When coming to the end of the line in text, be sure that all of “HD Radio” can appear on that line. If it does not fit, then all of the words should appear on the next line.

3.8. Use trademarks in the manner for which they are intended.

Do not use iBiquity’s trademarks for goods or services for which they are not intended. (See Section 1 for how these trademarks are intended to be used.) Do not make puns out of them or portray them in a negative light.

3.9. Do not incorporate the trademark into a product name.

It is improper to incorporate a trademark into the name of your product, but you can use the trademark to describe your product.

Correct: Trident 500 HD, an HD Radio Receiver

Incorrect: Trident’s HD Radio Receiver 500

3.10. Do not modify the trademark when translating into other languages.

Trademarks should not be modified when they are used in text that has been translated from English to another language.

- Correct Spanish:** receptor HD Radio; tecnología HD Radio
- Incorrect Spanish:** receptor Radio HD; tecnología de Radio HD
- Correct French:** la fonction de la technologie HD Radio
l'utilisation du récepteur HD Radio
- Incorrect French:** la fonction de la Radio HD
l'utilisation de la HD Radio

For languages using a different alphabet, "HD Radio" should be written out entirely in English.

- Correct:** HD Radio
- Incorrect Japanese:** HD ラジオ
- Incorrect Korean:** HD 라디오
- Incorrect Chinese-Simplified:** HD 收音机
- Incorrect Chinese-Traditional:** HD 收音機

3.11. Examples.

Table 3-1 lists common examples of correct and incorrect use of the HD Radio word mark.

Table 3-1: Common Examples of Correct and Incorrect use of the HD Radio Word Mark

CORRECT USE	INCORRECT USE
HD Radio Technology	HD radio
HD Radio system	HDRadio
HD Radio capable	Hdradio
HD Radio receiver	HD-Radio
HD Radio software	HD Radio's
HD Radio products	HD Radios
HD Radio units	High Definition Radio
HD Radio broadcasting	High Def Radio
Broadcasting an HD Radio signal	Hybrid Digital Radio
Listening to an HD Radio channel	HDR

4. General Guidelines for Using Logos

These rules apply when you want to use iBiquity's logos on products, manuals, advertising, promotional materials, websites, etc. You must be authorized to use these logos, typically by entering into a license agreement with iBiquity. If you have any question about whether you are authorized to use iBiquity's logos, contact trademarkusage@ibiquity.com.

4.1. Use the Artwork Provided by iBiquity.

iBiquity has high-resolution graphics of its logos and will provide them to authorized users. Please contact trademarkusage@ibiquity.com to request these graphics.

Use only the graphics provided to you by iBiquity. Do not copy and paste logos from www.ibiquity.com, www.hdradio.com, or any other website.

Do not alter the graphics.

4.2. Use the Proper Trademark Symbol.

For marks that are registered, use the ® symbol. For all other marks, use the ™ symbol. To identify which symbol should be used with a particular trademark, see the table of trademarks in Section 1. The graphics provided by iBiquity include the proper symbol. If you use these graphics, then you will also use the proper trademark symbol.

If the symbol is not legible because your use of the logo is too small, please contact trademarkusage@ibiquity.com to request a graphic that has a larger ® or ™ symbol. If a graphic with a larger symbol will not work in your particular situation, please contact your iBiquity representative to discuss alternatives.

4.3. Apply the Trademark Symbol to Every Use of the Logo.

Every use of the HD Radio logos must include the proper trademark symbol. The graphics provided by iBiquity include the proper symbol. If you use these graphics each time, then you will also use the proper trademark symbol each time.

If the symbol is not legible because your use of the logo is too small, please contact trademarkusage@ibiquity.com to request a graphic that has a larger ® or ™ symbol. If a graphic with a larger symbol will not work in your particular situation, please contact your iBiquity representative to discuss alternatives.

4.4. Provide Proper Notice of iBiquity's Ownership of the Logo.

iBiquity must be identified as the owner of any of its trademarks that you use. See Section 6 for proper IP notice statements.

4.5. Use iBiquity's Standard Colors.

The preferred color combination for iBiquity's HD Radio logos is Pantone Matching System Orange (PMS Orange 144 C) for the "HD" component and a black (PMS Black) or white for the "Radio" component, depending on the background color. You should make every effort to use these standardized colors. An example of the correct use of the standard orange and black colors is shown in Figure 4-1.



Figure 4-1: Standard Colors for the HD Radio Logo

The standard color for iBiquity's HD logo is Orange (PMS Orange 144 C). You should make every effort to use this color. An example of the correct use of the standard orange color is shown in Figure 4-2.



Figure 4-2: Standard Orange Color for the HD Logo

If you have a compelling reason for not using the standard colors, such as use in black-and-white print media, then acceptable alternatives are all black (PMS Black) or all white. Figure 4-3 shows an example of an acceptable, all black logo.



Figure 4-3: All Black Color for the HD Radio logo

If your project calls for other colors, please contact your iBiquity representative, or contact trademarkusage@ibiquity.com to request permission and review of your artwork.

4.6. Background.

The logos must be set on a background that makes the logo easily seen and the type portions of the logo must be clearly legible. Do not place the logo on a stylized background that overlaps or interferes with the logo or otherwise changes the appearance of the logo.

Figure 4-4 shows examples of incorrect background usage:



Figure 4-4: Examples of Incorrect Background Usage

4.7. Size and Placement.

The logo must be large enough to be legible depending on its particular application, but should never be less than the following dimensions:

- Logo height (from the top of the "Arc" to the bottom of the "Arc" after the HD letters) shall be no less than 0.1875 inches (0.4763 centimeters)
- Logo width (not including the registration ® symbol) shall be no less than 0.5781 inches (1.4684 centimeters)

Upon receiving the logo artwork from iBiquity, an authorized user may resize the logo to suit its purposes. However, the proportion of height to width must remain the same.

The size and placement of HD Radio logos should distinguish them from other marks and logos. This ensures that consumers do not mistake another company's advertised product or service as one provided by iBiquity. In addition, using HD Radio logos in a manner that suggests your product is developed by iBiquity, that the trademark is part of your company name, or that a product contains iBiquity technologies when it does not, is prohibited.

- **HD Radio logos should be no less prominent and in the same relative size as the most prominent third party trademark appearing on a page.**

- Always position the logo alone and apart from other text and graphics, especially other trademarks. See Section 4.6 for some examples of incorrect placement of the HD Radio logo.

4.8. Never Incorporate an HD Radio Logo into Another Logo, Other Text, or Slogans.

As discussed above, in using the HD Radio logos, it is important that they stand out clearly from the other text and graphics on the packaging, computer display, or printed page. Combining an HD Radio logo with other marks may create confusion as to the identities presented by each respective mark.

Figure 4-5 shows incorrect usage: incorporating an HD Radio logo into a slogan.



We Know  Radio®!

Figure 4-5: Example of Incorrect Usage: Incorporating an HD Radio Logo into a Slogan

4.9. Submit Samples of your Intended Use to iBiquity before Production.

Any use of an HD Radio logo on a product must be approved in writing by iBiquity before the product is sold or distributed. You should submit product samples or graphic representations showing the logo on the product, its actual size, and color. iBiquity shall use commercially reasonable efforts to complete its review of a submitted product within thirty (30) days after receipt of an approval request from a licensee.

5. Specific Requirements for Broadcasters

5.1. On-Air Promotion.

Proper use of the HD Radio word mark in on-air promotions as indicated in Section 3 is important for maintaining the strength of the HD Radio brand.

In particular, “HD Radio” must be used only as an adjective, never as a noun.

For example, for licensed stations broadcasting an HD Radio signal, appropriate language for signing in and out of segments would be: “WXYZ now broadcasting using HD Radio Technology.”

5.2. Using the HD Radio Logo.

Licensed broadcasters who are broadcasting an HD Radio signal are authorized to use the HD and HD Radio logos (as described in Section 1) on their websites, printed advertising, printed promotional materials, and other print materials. Please follow the guidelines in Section 4 when using these logos.

In particular, do not modify the HD or HD Radio logos, create new logos that incorporate the HD or HD Radio logos, or combine the HD or HD Radio logos with your station logo. The HD and HD Radio logos must be unmodified, stand-alone logos.

5.3. HD Radio Promotional Materials.

iBiquity and the HD Digital Radio Alliance have developed the following websites to assist broadcasters in promoting HD Radio Technology: www.hdradioplaybook.com and www.hdradioalliance.com.

6. Specific Requirements for Manufacturers

Licensed manufacturers of HD Radio products are authorized to use the HD Radio word mark and HD Radio logos in accordance with their license agreement and in connection with their manufacture of licensed products. Refer to Section 2 through Section 4 for general guidelines for proper trademark usage.

This section identifies the requirements for proper trademark usage specific to the type of product being manufactured. If you are uncertain which requirements you should follow, contact your iBiquity representative or email trademarkusage@ibiquity.com for assistance.

6.1: [Broadcast Equipment](#)

This section provides the trademark usage requirements for licensed manufacturers of Licensed Broadcasting Products, including excitors, importers, exporters, engines, and broadcast monitors containing HD Radio Technology.

6.2: [Chips](#)

This section provides the trademark usage requirements for licensed manufacturers of baseband chips that contain licensed HD Radio Technology. This section does not apply to manufacturers of other kinds of chips that may be used in conjunction with licensed HD Radio baseband chips.

6.3: [Components, Including Modules](#)

This section provides the trademark usage requirements for licensed manufacturers of licensed HD Radio components, including modules that will be incorporated into receivers for receiving an HD Radio signal.

6.4: [Table-top and Portable Receivers](#)

This section provides the trademark usage requirements for licensed manufacturers of table-top or portable radio receivers capable of receiving an HD Radio signal when sold to the consumer.

6.5: [Home Audio Systems Containing a Separately Installed Device for Receiving an HD Radio Signal](#)

This section provides the trademark usage requirements for licensed manufacturers of home audio systems that are sold to consumers with a separate device installed for receiving an HD Radio signal.

6.6: [Automotive After-Market Receivers Containing an Integrated Tuner for Receiving an HD Radio Signal](#)

This section provides the trademark usage requirements for manufacturers of after-market automotive head units that have an integrated tuner for receiving an HD Radio signal.

6.7: [External Tuner Boxes for Connection to Automotive Receivers](#)

This section provides the trademark usage requirements for manufacturers of external tuner boxes for receiving an HD Radio signal and that interface to factory-installed OEM receivers or to after-market receivers, either directly or through a translator box.

6.8: [Test Equipment](#)

This section provides the trademark usage requirements for manufacturers of HD Radio test equipment.

6.1. Broadcast Equipment

This section provides the trademark usage requirements for licensed manufacturers of Licensed Broadcasting Products, including exciters, importers, exporters, engines, and broadcast monitors containing HD Radio Technology.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in Section 2 through Section 4.
- Apply the HD Radio logo on the front of your product.
 - Use iBiquity's standardized PMS colors, as described in Section 4.5.
 - Ensure that the ® is legible.
- Include the following IP notice on your products, packaging, and manuals. Broadcast monitors do not need to include the last two sentences.

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD and HD Radio logos are proprietary trademarks of iBiquity Digital Corporation. iBiquity Digital software © 2003-2010 iBiquity Digital Corporation. All Rights Reserved.
- Include the following IP notice on all storage devices containing licensed HD Radio software:

© 2003-2010 iBiquity Digital Corporation. All rights reserved.
- Use the HD Radio logo on at least the first (cover) page of your manuals.
- Use the HD Radio logo on your packaging.
- Do not incorporate the words "HD Radio" into the name of your product.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.

6.2. Chips

This section provides the trademark usage requirements for licensed manufacturers of baseband chips that contain licensed HD Radio Technology. This section does not apply to manufacturers of other kinds of chips that may be used in conjunction with licensed HD Radio baseband chips.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Verify that you are using the HD Radio trademarks in the manner required by your license agreement.
- Verify that you are not using the HD Radio trademarks in ways not permitted by your license agreement.
- Follow the General Guidelines in Section 2 through Section 4 to the extent applicable.
- Print the HD Radio logo on your chips' packaging.
 - If the HD Radio logo will not fit or would be too small to be legible, apply the HD logo instead.
 - Ensure that the ® is legible.
 - Due to manufacturing constraints, the color requirements in Section 4.5 may not apply to the HD or HD Radio logos when printed on chips.
- Include the HD Radio logo on your product data sheets and other product-related documentation, including web pages and promotional materials.
- Be sure that your documentation does not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your documentation is marked with the ™ symbol.
- Include the following IP notice with your documentation, including any documents accompanying the shipments of chips. For example, this notice can be placed on a sheet of paper included in the shipping box or on a label applied to the box:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp.

6.3. Components, Including Modules

This section provides the trademark usage requirements for licensed manufacturers of licensed HD Radio components, including modules that will be incorporated into receivers for receiving an HD Radio signal.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in Section 2 through Section 4.
- Apply the HD Radio logo to your product in a visible location.
 - Use iBiquity's standard PMS colors, as described in Section 4.5.
 - Ensure that the logo and the ® symbol are legible.

If you cannot meet these requirements because your product is too small, contact your iBiquity representative to discuss alternatives.

- Apply the following IP notice to your product and to all documentation, including data sheets, specifications, diagrams, packaging, and manuals:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp.

- Use the HD Radio logo in any data sheets, specifications, diagrams, manuals or packaging associated with your HD Radio products.
- Be sure that your documentation, including any web pages, does not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your documentation, including any web pages, is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
 - Provide iBiquity with at least 30 days to review your materials.
 - Allow sufficient time to make revisions requested by iBiquity before production begins.

6.4. Table-top and Portable Receivers

This section provides the trademark usage requirements for licensed manufacturers of table-top or portable radio receivers capable of receiving an HD Radio signal when sold to the consumer.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in Section 2 through Section 4.
- Apply the HD Radio Brand Architecture to your products, manuals and packaging. See Appendix A.**
- Apply the HD Radio logo to the front (face plate) of your product.
 - Use iBiquity's standard PMS colors, as described in Section 4.5.
 - Ensure that the ® is legible.
 - Ensure that the logo will be visible when the product is in operation.
- Use the HD Radio logo on at least the first (cover) page of your manuals.*
- Use the HD Radio logo on all of your product's promotional materials.* Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Use the HD Radio logo on your packaging.*
- If you use the HD logo as an indicator light, follow the General Guidelines in Section 4 for proper logo usage.
- Do not incorporate the words "HD Radio" into the name of your product.
- Apply the following IP notice to your product, packaging, and manuals, as well as to all documentation related to your product, including data sheets and, specifications:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
 - Provide iBiquity with at least 30 days to review your materials.
 - Allow sufficient time to make revisions requested by iBiquity before production begins.

* This requirement can be met by using the "Frame" described in Appendix A.

6.5. Home Audio Systems Containing a Separately Installed Device for Receiving an HD Radio Signal

This section provides the trademark usage requirements for licensed manufacturers of home audio systems that are sold to consumers with a separate device installed for receiving an HD Radio signal.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in Section 2 through Section 4.
- Apply the HD Radio Brand Architecture to your products, manuals and packaging. See Appendix A.**
- Apply the HD Radio logo to the front (face plate) of your product.
 - Use iBiquity's standard PMS colors, as described in Section 4.5.
 - Ensure that the ® is legible.
 - Ensure that the logo will be visible when the product is in operation.
- Use the HD Radio logo on at least the first (cover) page of your manuals.*
- Use the HD Radio logo on all of your product's promotional materials.* Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Use the HD Radio logo on your packaging.*
- If you use the HD logo as an indicator light, follow the General Guidelines in Section 4 for proper logo usage.
- Apply the following IP notice to your product, packaging, and manuals, as well as to all documentation related to your product, including data sheets and, specifications:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp.
- Do not incorporate the words "HD Radio" into the name of your product.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
 - Provide iBiquity with at least 30 days to review your materials.
 - Allow sufficient time to make revisions requested by iBiquity before production begins.

* This requirement can be met by using the "Frame" described in Appendix A.

6.6. Automotive After-Market Receivers Containing an Integrated Tuner for Receiving an HD Radio Signal

This section provides the trademark usage requirements for manufacturers of after-market automotive head units that have an integrated tuner for receiving an HD Radio signal.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in Section 2 through Section 4.
- Apply the HD Radio Brand Architecture to your products, manuals and packaging. See Appendix A.**
- Apply the HD Radio logo on the front (face plate) of your product.
 - Use iBiquity's standard PMS colors, as described in Section 4.5.
 - Ensure that the ® is legible.
 - Ensure that the logo will be visible when the product is installed for operation.
- Use the HD Radio logo on at least the first (cover) page of your manuals.*
- Use the HD Radio logo on all of your product's promotional materials.* Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Use the HD Radio logo on your packaging.*
- If you use the HD logo as an indicator light, follow the General Guidelines in Section 4 for proper logo usage.
- Apply the following IP notice to your product, packaging, and manuals, as well as to all documentation related to your product, including data sheets and, specifications:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp.
- Do not incorporate the words "HD Radio" into the name of your product.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
 - Provide iBiquity with at least 30 days to review your materials.
 - Allow sufficient time to make revisions requested by iBiquity before production begins.

* This requirement can be met by using the "Frame" described in Appendix A.

6.7. External Tuner Boxes for Connection to Automotive Receivers

This section provides the trademark usage requirements for manufacturers of external tuner boxes for receiving an HD Radio signal and that interface to factory-installed OEM receivers or to after-market receivers, either directly or through a translator box.

If you are bundling an external tuner box with other devices, such as a user interface device or translator box, please contact your iBiquity representative to ensure proper use of the HD Radio and HD Radio Ready logos.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in Section 2 through Section 4.
- Apply the HD Radio Brand Architecture to your products, manuals and packaging. See Appendix A.**
- Apply the HD Radio logo to the tuner box.
 - Use iBiquity's standard PMS colors, as described in Section 4.5.
 - Ensure that the ® is legible.
- Use the HD Radio logo on at least the first (cover) page of your manuals.*
- Use the HD Radio logo on all of your product's promotional materials.* Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Use the HD Radio logo on your packaging.*
- If you use the HD logo as an indicator light, follow the General Guidelines in Section 4 for proper logo usage.
- Apply the following IP notice to your product, packaging, and manuals, as well as to all documentation related to your product, including data sheets and, specifications,:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp.
- Do not incorporate the words "HD Radio" into the name of your product.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
 - Provide iBiquity with at least 30 days to review your materials.
 - Allow sufficient time to make revisions requested by iBiquity before production begins.

** This requirement can be met by using the "Frame" described in Appendix A.*

6.8. Test Equipment

This section provides the trademark usage requirements for licensed test equipment used to test HD Radio receiver products.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in Section 2 through Section 4.
- Apply the HD Radio logo to the front (face plate) of your product.
 - Use iBiquity's standard PMS colors, as described in Section 4.5.
 - Ensure that the ® is legible.
 - Ensure that the logo will be visible when the product is in operation.
- Apply the following IP notice to your product and to all related documentation, including data sheets, specifications, diagrams, packaging, and manuals:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD and HD Radio logos are proprietary trademarks of iBiquity Digital Corporation. iBiquity Digital software © 2004-2010 iBiquity Digital Corporation. All Rights Reserved.
- Apply the following IP notice to all storage devices (CDs, disks, removable hard drives etc.) containing Test Vector Software, as that term is defined in your license with iBiquity:

**iBiquity Digital Corporation. Proprietary and Confidential.
© 2004-2010 iBiquity Digital Corporation.**
- You may use the HD Radio logo in the manuals for licensed test equipment, preferably on the cover page of the manual. Documentation for the HD Radio Adaptation Software, as that term is defined in your license with iBiquity, must include the HD Radio logo.
- You may apply the HD Radio logo to all of your product's promotional materials. Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Use the HD Radio logo on your packaging.
- If you use the HD logo as an indicator light, follow the General Guidelines in Section 4 for proper logo usage.
- Do not incorporate the words "HD Radio" into the name of your product.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
 - Provide iBiquity with at least 30 days to review your materials.
 - Allow sufficient time to make revisions requested by iBiquity before production begins.

7. Guidelines for Media and the Press

Media and the press may use the HD Radio word mark in text without prior approval from iBiquity, provided that the uses are truthful, fair, and not misleading. However, you may not use any HD Radio logos unless specifically authorized by iBiquity to do so.

In addition to following the General Guidelines in Section 3 for using trademarks in text, use the following checklist to ensure that you are complying with proper trademark use.

- Do not equate “HD” to “hybrid digital” or “high definition”. “HD Radio” is the brand name for the digital AM and FM radio technology developed by iBiquity. “HD” is part of the brand name and does not stand for either high definition or hybrid digital.
- Identify iBiquity’s technology as “HD Radio Technology.” Be sure the “T” in “Technology” is capitalized.
- Be sure that your text does not use the words “HD Radio” as a noun.**
- Be sure that the first or most prominent use of the words “HD Radio” (often in the title of your piece) is marked with the ™ symbol.
- Include the following notice somewhere in your text, such as in a footnote or small print at the bottom of the page:

HD Radio™ is a proprietary trademark of iBiquity Digital Corporation.

8. Guidelines for Authors

Authors of books or other educational materials may use the HD Radio word mark in text without prior approval from iBiquity, provided the uses are truthful, fair, and not misleading. However, you may not use any HD Radio logos unless specifically authorized by iBiquity to do so.

In addition to following the General Guidelines in Section 3 for using trademarks in text, use the following checklist to ensure that you are complying with proper trademark use.

- Do not equate “HD” to “hybrid digital” or “high definition”. “HD Radio” is the brand name for the digital AM and FM radio technology developed by iBiquity. “HD” is part of the brand name and does not stand for either high definition or hybrid digital.
- Identify iBiquity’s technology as “HD Radio Technology.” Be sure the “T” in “Technology” is capitalized.
- Be sure that your text does not use the words “HD Radio” as a noun.**
- Be sure that the first or most prominent use of the words “HD Radio” (typically in the title of your piece) is marked with the ™ symbol.
- Include the following notice somewhere in your text, such as where you place your copyright notice:

HD Radio™ is a proprietary trademark of iBiquity Digital Corporation. The author is not affiliated with and this text is not endorsed by iBiquity.

Appendix A: The HD Radio™ Brand Architecture

The HD Radio Brand Architecture provides licensees with a design framework for identifying and describing the features enabled by HD Radio Technology.

Appendix A is a separate document that is maintained by iBiquity Digital Corporation.

Trademark Usage Guidelines

Appendix A

HD Radio™ Brand Architecture

Rev. 05
July 16, 2010



Appendix A

Table of Contents

Contents

1. HD RADIO™ BRAND ARCHITECTURE.....	3
1.1. The “Arc” and “Feature Logos”	3
1.2. Brand Architecture Specification Matrix – “Arc” and “Feature Logos”	4
1.3. About the Feature Logos	5
1.4. Detailed Information on Premium Content GUI Implementations	7
1.4.1. Use Case – Tune to Audio Service that is not Authorized.....	7
1.4.2. Use Case – Tune to Audio Service that is Authorized.....	7
1.4.3. Use Case – Retrieving List of All Authorized Services	8
1.5. The “Frame”	9
2. HD RADIO LOGO AND BRAND ARCHITECTURE USAGE REQUIREMENTS.....	10
2.1. Receiver Requirements	10
2.2. Manual Requirements.....	11
2.3. Requirements for Packaging and Other Materials.....	12

iBiquity Digital Corporation
6711 Columbia Gateway Drive
Suite 500
Columbia, Maryland
21046
USA

443.539.4290 Telephone
443.539.4291 Facsimile

trademarkusage@ibiquity.com

Copyright 2010 © iBiquity Digital Corporation.
All rights reserved.

Trademarks
“iBiquity Digital”, “HD Radio”, and the iBiquity Digital, HD, HD Radio, and “Arc” logos are proprietary trademarks of iBiquity Digital Corporation.

All other trademarks, whether claimed or registered, are the exclusive property of their respective owners.

1. HD Radio™ Brand Architecture

iBiquity Digital has established formal feature names and corresponding sub-logos – a “Brand Architecture” – for HD Radio Technology enabled advanced applications. “Advanced Applications” provide consumer benefits that are not available from analog radio broadcasts or that demonstrably improve upon like analog services. These services are delivered by virtue of the HD Radio system capability to a properly enabled HD Radio receiver.

1.1. The “Arc” and “Feature Logos”

The “Arc” is a branding element derived from the main HD logo to communicate the relationship between the various features and the consumer-recognized HD Radio logo. With the use of the “Arc”, “Feature Logos” were designed to help deliver added value to the product(s) and a higher value proposition to the end consumer.

As shown in the Brand Architecture Specification Matrix, there are two versions available for almost every logo:














- A descriptive/long form (i.e., Program Guide “Arc”)
- A short form (i.e., PG “Arc”).

Long forms of the logos are always required and preferred over short forms. In places where space does not allow, short forms may be used. Exceptions to the logo specifications are disclaimed below the Brand Architecture Specification Matrix.

Notes:

- Any implementation of the “Arc” or “Feature Logos” must be in accordance with the Brand Architecture Specification Matrix, see Section 1.2.
- A full description of each “Feature Logo” can be found after the Brand Architecture Specification Matrix.
- All “Arc” and “Feature Logos” were developed using the HD Radio font. The only exception is the iTunes® Tagging “Arc” logo, which uses the iTunes® font cobranded with the HD Radio “Arc”.

1.2. Brand Architecture Specification Matrix – “Arc” and “Feature Logos”

Long Form	Short Form	GUI / HMI Dedicated Hard/Soft Key	Receiver / Face Plate	Manual	Marketing Collateral
Digital Sound 		N/A	N/A	Required	Required
PSD 		N/A	N/A	Required	Required
HD2/HD3 		Optional	Optional	Required	Required
Traffic 		Optional	Optional	Required	Required
iTunes® Tagging 		Follow Apple Guidelines	Follow Apple Guidelines	Required	Required
	Tag (*)	Follow Apple Guidelines	Follow Apple Guidelines	Required	Required
Artist Experience 		Optional	Optional	Required	Required
	AE 	Optional	Optional	Recommended	Recommended
Live Pause 		Optional 1 st option	Optional	Required 1 st option	Required 1 st option
	LP 	Optional 2 nd option	Optional	Required 2 nd option	Required 2 nd option
Premium Content 		Optional 1 st option	Optional	Required 1 st option	Required 1 st option
	PC 	Optional 2 nd option	Optional	Required 2 nd option	Required 2 nd option
Song Tagging 		Optional 2 nd option	Optional	Required 1 st option	Required 1 st option
	Tag 	Optional 1 st option	Optional	Required 2 nd option	Required 2 nd option

(*) The short version of the Tag logo with the HD Radio Font may be used (as displayed above), or may follow guidelines provided by iTunes/Apple, or simply use the same font used for the rest of the feature buttons, GUI or Receiver Face Plate.

1.3. About the Feature Logos

The following descriptive text must be used in manuals, packaging, and collateral materials to describe the function corresponding to each feature logo.

Digital Sound)

- Digital, CD-quality sound. HD Radio Technology enables local radio stations to broadcast a clean digital signal. AM sounds like today's FM and FM sounds like a CD.

PSD)

- Program Service Data: Contributes to the superior user experience of HD Radio Technology. Presents song name, artist, station IDs, HD2/HD3 Channel Guide, and other relevant data streams.

HD2/HD3)

- Adjacent to traditional main stations are extra local FM channels. These HD2/HD3 Channels provide new, original music as well as deep cuts into traditional genre.

Traffic)

- Real-Time Traffic reports, alerts, and flow data displayed on screen via interactive traffic maps and/or data.

iTunes® Tagging)

Tag

- iTunes® Tagging provides you the opportunity to discover a wide range of content and the means to “tag” that content for later review and purchase from the iTunes® Store.

Artist Experience)

AE)

- Visual information related to content being played on your HD Radio receiver, such as Album Art, historical photographs, still art from live broadcasts, among other related content.

Live Pause)

LP)

- Allows HD Radio receivers to store content (songs/programs and data) in a buffer. Playback shall start at any point in the buffer and shall continue until the end of the buffer or until the user has selected to stop playback. Live Pause has the ability to store both analog and digital content in the buffer.

Premium Content)

PC)

- Paid or opt-in programming broadcast on HD2/HD3 Channels. Premium Content broadcast is only available from HD Radio receivers that have been programmed to receive paid or opt-in programming.

Song Tagging)

Tag)

- Feature that enables HD Radio receivers to remember songs' information for later preview and purchase from an online music store.

1.4. Detailed Information on Premium Content GUI Implementations

1.4.1. Use Case – Tune to Audio Service that is not Authorized

1. 106.7 HD3 is an encrypted audio service.
2. Radio is not entitled to the service.
3. Radio should indicate that this service is “Premium Content”. Descriptive/long version of the logo (Premium Content “Arc”) is highly preferable.
4. Radio should display the HD or HD Radio logo to indicate tuned to HD Radio station.
5. Radio should display call to action message built from SIS and SIG information.



Picture 1

1.4.2. Use Case – Tune to Audio Service that is Authorized

1. 106.7 HD3 is an encrypted audio service.
2. Radio is entitled to the service.
3. Radio should indicate that this service is “Premium Content”. Short version of the logo (PC “Arc”) is preferable but descriptive/long version (Premium Content “Arc”) may be used.
4. Radio should display call to action message built from SIS and SIG information.

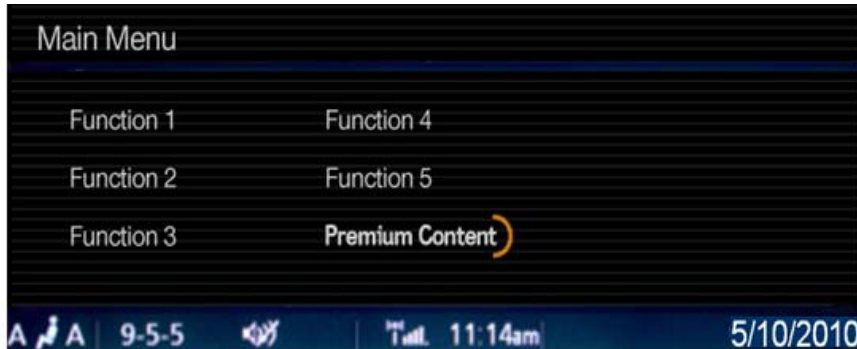


Picture 2

1.4.3. Use Case – Retrieving List of All Authorized Services

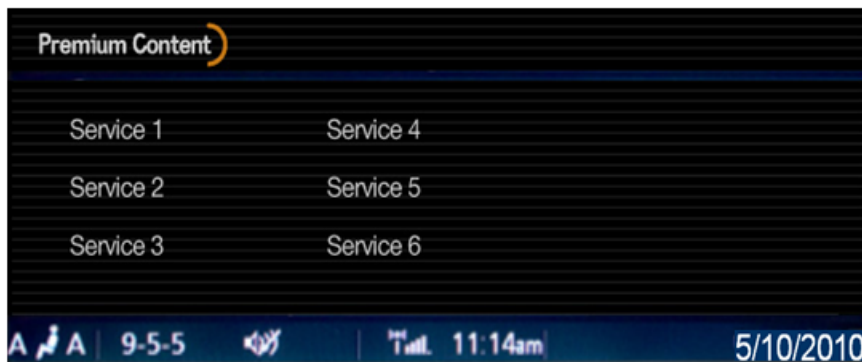
Assuming Radio has menu function to retrieve list of services:

1. Menu option should be referenced as shown in Picture 3. Descriptive/long version of the logo (Premium Content “Arc”) is highly preferred – short version is discouraged.



Picture 3

2. The list of services should be referred to as shown in Picture 4. Descriptive/long version of the logo (Premium Content “Arc”) is highly preferred but short version PC “Arc” may be also used.



Picture 4

1.5. The “Frame”

The “**Frame**” – also a branding element – was developed to bring together all the features that an HD Radio product may have and convey them in a simple and cohesive way on **all** product packaging and manuals, as well as for online and offline marketing collateral.

Please refer to Sections 2.2 and 2.3 for specific implementation requirements and contact your iBiquity brand manager or email trademarkusage@ibiquity.com to obtain a specific “Frame” with the corresponding features for your product(s).

Below is an example of **all** the current features arranged in a specific sequence inside the “Frame”, as well as an example of the “Frame” for a product with just four features.



2. HD Radio Logo and Brand Architecture Usage Requirements

In order to pass certification, each HD Radio receiver manufacturer must meet the following requirements for using the HD Radio logos and Brand Architecture. **A sample product or product graphic, manual, packaging, and any other collateral materials must be submitted for review by iBiquity prior to production.** Allow sufficient time to make any necessary revisions based on iBiquity's review.

Given the broad range of receiver designs, styles, functions, and capabilities, it is imperative that you communicate with your iBiquity representative about how to implement these guidelines for your specific receiver application. Please contact your iBiquity representative as early as possible in the design process.

2.1. Receiver Requirements

- **The HD Radio Logo**

The HD Radio logo must appear on the front/faceplate of the receiver and as part of the receiver's HMI. The logo must be legible, include an ®, and use the orange and black (or white) color scheme. See Section 4 of the Trademark Usage Guidelines for further information about these requirements.

This logo may be also used as an indicator on the display screen of a licensed HD Radio product to show that an HD Radio signal is being or has been acquired. You should consult with your iBiquity representative about how best to implement these requirements for your specific receiver application.


- **The HD Logo**


This logo is to be used as an indicator on the display screen of a licensed HD Radio product to show that an HD Radio signal is being or has been acquired. This logo also may be used in advertising and promotional materials. You should consult with your iBiquity representative about how best to implement these requirements for your specific receiver application.

- **Feature Logos**

Any GUI that has buttons or soft keys for accessing the functionality associated with any HD Radio feature should use the corresponding "Feature Logo", as described in Section 1.

For example:

"Live Pause" should use the  logo

"Traffic" should use the  logo

The HD logo should be used as part of the GUI as an indicator that an HD Radio signal is being received.

- **IP Notice**

The following IP notice must appear on the receiver in the form of a stamp, label, etc.

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and "Arc" logos are proprietary trademarks of iBiquity Digital Corp.

2.2. Manual Requirements

- **The HD Radio Logo**

The HD Radio logo must appear on the cover of the manual and in the section of the manual that discusses HD Radio Technology. This requirement can be met by using the “Frame” described in Section 1.5, although the HD Radio logo may also be used in other places in your manual. In all cases, the logo must be legible, include an ®, and use the orange and black (or white) color scheme. See Section 4 of the Trademark Usage Guidelines for further information about these requirements.

- **The “HD Radio” Word Mark**

When describing HD Radio Technology, the manual must comply with the requirements in Section 3 of the Trademark Usage Guidelines for proper use of the “HD Radio” trademark in text. For example, the first or most prominent use of the words “HD Radio” must be marked with a ™ symbol. **In addition, the words “HD Radio” must never be used as a noun, only as an adjective (e.g., “HD Radio receiver”).**

- **Feature Logos and Frame**

The manual must include a section describing the features of the receiver enabled by HD Radio Technology. The Brand Architecture as described in Section 1 (and in Section 1 of the Trademark Usage Guidelines) must be used when describing these features. The “Frame” as described in Section 1.5 should be used whenever possible. You should consult with your iBiquity representative about how best to implement these requirements for your specific receiver application.

- **IP Notice**

The following IP notice must appear in the manual:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and “Arc” logos are proprietary trademarks of iBiquity Digital Corp.

2.3. Requirements for Packaging and Other Materials

To the extent that a particular receiver has packaging, then the following requirements must be met.

- **The HD Radio Logo**

The HD Radio logo must appear on the packaging of the product. This requirement can be met by using the “Frame” described in Section 1.5, although the HD Radio logo may also be used in other places on the packaging. The logo must be legible, include an ®, and use the orange and black (or white) color scheme. See Section 4 of the Trademark Usage Guidelines for these requirements.

- **The “HD Radio” Word Mark**

If using any text to describe HD Radio Technology, the packaging must comply with the requirements in Section 3 of the Trademark Usage Guidelines for proper use of the “HD Radio” trademark in text. For example, the first or most prominent use of the words “HD Radio” must be marked with a ™ symbol. **In addition, the words “HD Radio” must never be used as a noun, only as an adjective (e.g., “HD Radio receiver”).**

- **Feature Logos and Frame**

Packaging and other collateral materials must include a “Frame” identifying the features of the receiver enabled by HD Radio Technology. The Brand Architecture as described in Section 1 (and in Section 1 of the Trademark Usage Guidelines) must be used when using the “Frame”.

- **IP Notice**

The following IP notice must appear on the packaging:

HD Radio Technology manufactured under license from iBiquity Digital Corporation. U.S. and Foreign Patents. HD Radio™ and the HD, HD Radio, and “Arc” logos are proprietary trademarks of iBiquity Digital Corp.