TRADE MARK USAGE GUIDE

FOR

TSANet, Inc.

T S A N E T

Your Technology is Connected. Are you?

TSANet TRADEMARK USAGE GUIDE

Introduction

TSANet, Inc. ("TSANet") is a corporation organized not-for-profit under the Delaware Corporation Code. The TSANet trademark an important asset of TSANet, Inc. To protect this trademark and maintain a unified image, the use of the trademark both in the word form and in the logotype form must be consistent and within the guidelines established by TSANet.

We are providing this usage guide to ensure that the use of the TSANet trademark "**TSANet**" and logo is consistent among all member companies. Please read and follow this guide to ensure full compliance with the rules set forth herein. Failure to adhere to these guidelines can result in loss of membership rights.

Use of the TSANet Word Mark

It is important that all members use the word mark **TSANet** properly. Failure to do so can lead to loss of trademark rights by TSANet. As you may be aware, many terms which were once trademarks are now considered to be unprotectable generic terms. Thermos, aspirin, and escalator are a few prominent examples of trademarks that became generic terms, much to the chagrin of the erstwhile owners. Protection for other very prominent trademarks (such as KLEENEX® and XEROX®) has been saved through meticulous adherence to use and marking requirements by the owners of these marks.

When it is appropriate or desirable to use the word mark **TSANet** instead of the logotype, the following guidelines must be applied:

Use the Word Mark as a Proper Adjective

A trademark is a proper adjective indicating a particular brand of goods or services. This

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adjective should always precede a noun that tells the common name of the product or service that the trademark identifies. The word mark **TSANet** is used to indicate services involving the promotion of public awareness among the computer industry of the need for establishing guidelines to resolve customer disputes. Thus, the word mark **TSANet** should always be used an adjective describing activities of TSANet or of member companies in the promotion of public awareness of guidelines for resolving customer disputes.

You should never use the word mark **TSANet** to indicate a network, or use **TSANet** in the boldface form to indicate the nonprofit corporation, TSANet.

 The following are examples of correct and incorrect usage:

Correct: *XYZ Company* is a member of the **TSANet**® (brand) alliance of computer manufacturers

Correct: We follow the **TSANet**® guidelines for resolving customer disputes.

Wrong: We are members of **TSANet**®.

Wrong: The **TSANet**® is the best way to resolve customer disputes.

According to trademark law, the wrong usage creates the misunderstanding that **TSANet** is merely the generic name of the service that cannot identify a particular brand of that service. The correct usage, on the other hand, emphasizes that the trademark identifies a particular brand of service.

Make the Trademark Stand Out

In letters or advertisements, trademarks should stand out from the surrounding text. You should always display the word mark **TSANet** in boldface "Helvetica" text when possible, with the letters "**TSAN**" in capital letters and "**et**" in lowercase letters. Never use the trademark in all lower-case letters. The non-bold face representation TSANet should

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refer only to the nonprofit corporation, TSANet.

Do Not Use Trademark in Possessive or Plural Form

Using a trademark in a possessive or plural form, or as a noun or a verb, weakens the strength of a mark. Good and bad examples are:

Correct:　　　**TSANet** promotional activities highlight the need for guidelines to resolve customer disputes.

Wrong:　　　**TSANet's** guidelines can help you solve your customer's hardware compatibility problems.

Use the Trademark Symbol

The registration symbol ® for registered marks should be used in conjunction with **TSANet**. This symbol should also be used where trademarks appear in business letters.

Where a trademark appears several places in brochure or advertising copy, appending the ® symbol at each appearance can make the copy look awkward or cluttered. It is acceptable to append the ® symbol only with the first use of the trademark, and following the rules of proper usage of the mark throughout the copy. For example, the following is acceptable:

Correct:　　　Member of the **TSANet**® alliance of computer manufacturers

TSANet is a not-for-profit corporation involved in the promotion of public awareness among the computer manufacturing industry of the need for establishing guidelines to resolve customer disputes. It is licensed to TSANet in connection with the activities and services TSANet promotes and offers. This license requires that

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members of TSANet adhere to the usage guidelines established in this guide.

You should also include a trademark credit notice at the end of the copy, for example:

TSANet® is a trademark of Technical Support Alliance Network.

Use of the TSANet Logotype

This guide contains laser copies of TSANet's logotypes and their proper use. A file that contains several versions of the **TSANet** logos can be provided to members. Use the attachment provided in this document as acceptable forms of **TSANet**'s logo. **NOTE – TSANet in written format should be used with a lower case et in Net. Do not use all uppercase TSANET expect as part of the logo.**

Size Requirement

With one exception, there are no specific size requirements for the TSANet logo. Any TSANet logo less than 4/16 of an inch in height should exclude the tag line ("Technical Support Alliance Network"). You are not required to use the tag line on any size logo.

Conclusion

You must conform your usage of the **TSANet** logo to these guidelines. Failure to do so could result in injury, damage or loss to TSANet, or the owner of the mark and termination of your status as a member of the TSANet organization. Your participation as a member of TSANet, and Membership are each conditioned upon your agreement to adhere to these guidelines.

Logo Without Tagline
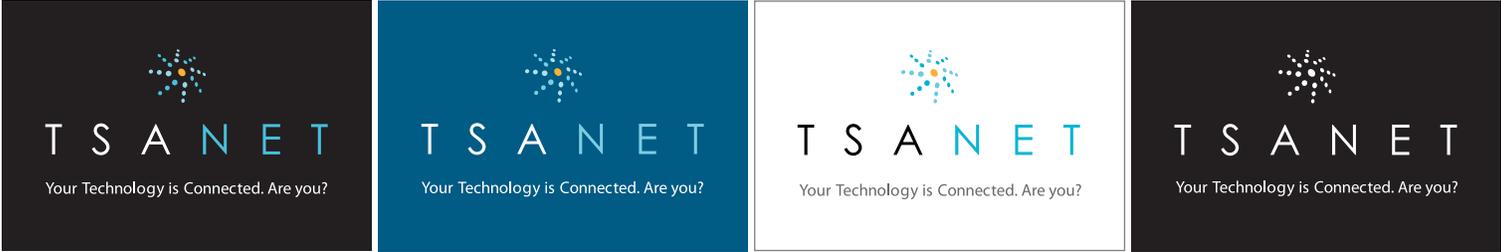

4-color on black

4-color on blue

4-color on white

one-color white

grayscale
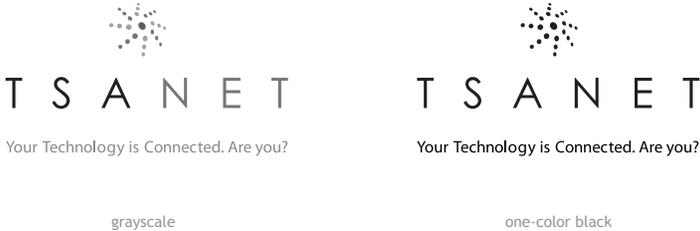

one-color black

Logo With Tagline

Your Technology is Connected. Are you?

4-color on black

Your Technology is Connected. Are you?

4-color on blue

Your Technology is Connected. Are you?

4-color on white

Your Technology is Connected. Are you?

one-color white

Your Technology is Connected. Are you?

grayscale

Your Technology is Connected. Are you?

one-color black

File Types Included

CMYK Highres Pro-printing .EPS (800dpi)
Intended for professional printing: spot color and 4-color printing processes.

RGB General Use .PNG (300dpi)
For digital implementations needing transparency and for in-house desktop publishing (i.e. powerpoint, msword, pdfs)

Web Use .JPG (72dpi)
Intended for web sites and online media. Low resolution.

Colors

PANTONE /CMYK Colors

| PMS 632 (85% / 55%) 92, 0, 15, 5 | PMS Process Black 40, 40, 40, 100 | PMS 137 0, 35, 90, 0 | PMS 7469 100, 0, 9, 40 |

RGB Colors

| 67, 176, 210 | 0, 0, 0 | 243, 166, 5 | 0, 76, 105 |

Web Colors

| 43b0d2 | 000000 | f3a605 | 004c69 |

Typography Logo

Century Gothic   ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890

Typography Tagline

Myriad Pro   ABCDEFGHIJKLMNOPQRSTUVWXYZ   abcdefghijklmnopqrstuvwxyz   1234567890