




## Trademark Usage Guidelines

These Trademark Usage Guidelines (the “Guidelines”) outline the general rules for VeriFone Inc.’s (“Verifone”) licensees, authorized resellers, developers, customers, and other parties wishing to use Verifone’s trademarks, service marks, logos, or images (collectively, “Trademarks”). You may only use Verifone’s Trademarks as authorized by Verifone, including as authorized by these Guidelines.

Verifone’s Trademarks are valuable assets. By following these guidelines, you help us protect our valuable trademark assets and brand value. These Guidelines outline the general terms of use for our Trademarks. You must follow these Guidelines or any other guidelines that we may publish from time to time. If you have a specific agreement to use any Verifone Trademark and have been provided with specific usage guidelines, those guidelines must be followed. If the agreement does not have any specific usage guidelines, then these Guidelines must be followed.

Use of the Verifone logo ( verifone) or any other Verifone-owned graphic symbol, logo, icon, or image (collectively “Verifone Logos”) without the prior written consent of Verifone may constitute trademark infringement or unfair competition in violation of federal and state laws. If you are unclear on whether you have permission to use the Verifone Trademarks, contact your Verifone representative immediately. Use of Verifone’s Trademarks without express authorization may be prohibited.

### **Authorized Use of Verifone Trademarks**

1. Only Verifone and authorized parties with written agreements with Verifone may use any of the Verifone Logos in advertising, promotional, and sales materials. Such authorized parties may use Verifone Logos only as specified in their written agreements, including any specific guidelines.

2. Verifone wordmarks may be used in a referential manner, provided you comply with the following:

- a. Print the Verifone wordmark in the same font, size, and style as the content surrounding it.
- b. Capitalize the first letter of any Verifone wordmark used and otherwise follow the capitalization of the Verifone wordmark as used by Verifone.

Correct: Verifone; PAYware

Incorrect: verifone; PAYWARE; payware

- c. Do not combine any Verifone wordmark with your name or incorporate any Verifone wordmark into a product or service name.
- d. Do not use any Verifone Trademark in a way that creates a sense of endorsement, sponsorship, or false association with Verifone or Verifone products or services.
- e. Do not use any Verifone Trademark to show Verifone or its products or services in a false or derogatory light.
- f. When using any Trademark, it is important to follow the first use of the Trademark with the TM symbol to indicate that Verifone claims trademark rights in the Trademark.
- g. Include a credit note as specified in these Guidelines.



## Proper Use

1. It is important to use trademarks as adjectives that modify the generic term for the product or service.
2. Trademarks should not be used in the possessive or plural form.

Correct: Verifone Carbon® payment terminals accept credit card payments.

Incorrect: Verifone Carbons accept credit card payments.

3. An appropriate generic term must follow the trademark the first time it appears in a written piece, (e.g. article, webpage, presentation), and as often as is reasonable afterwards.
4. Trademarks should always be spelled correctly.

## Unauthorized Use

1. Do not alter or modify any Verifone Trademark, including by shortening or abbreviating Verifone product or service names or making changes to any design, color, proportion, text or other visual feature.
2. Do not use or register, in whole or in part, any Verifone Trademark as part of a company name, trade name, product name, service name, domain name, logos, or other similar uses.
3. Do not use any variation, phonetic equivalent, foreign language equivalent or transliteration, takeoff, or abbreviation of a Verifone Trademark for any purpose.
4. Do not use any Verifone Trademark in a disparaging manner.
5. Do not use any Verifone Trademark in a manner that would imply Verifone's affiliation with or endorsement, sponsorship, or support of a third-party product or service.

## Proper Notice and Attribution

1. It is important to identify the trademarks as trademarks by using the appropriate trademark symbols and notifications. Before a trademark is registered it should be identified as a trademark by including the symbol ™ after the mark.
2. Include the following credit note whenever using a Verifone Trademark:

\_\_\_\_\_ and \_\_\_\_\_ are trademarks of VeriFone, Inc. \_\_\_\_\_ is not affiliated, associated, sponsored, or authorized with or by VeriFone, Inc.

## General

Verifone reserves all rights in the Trademarks.

Verifone reserves the right to modify these Guidelines at any time. Verifone may withdraw its permission for other otherwise prohibit your use of the Verifone Trademarks if such use does not conform to these Guidelines and other terms we may establish from time to time. Verifone will not be liable for any loss/damage based upon, caused by, or arising from modification of these Guidelines.