



# Trademark Usage Guidelines

GUIDELINES <sup>1</sup>	EXAMPLES
<p>Always use a mark as an adjective that modifies and precedes a product descriptor/generic product term(s) (a noun).<sup>2</sup>            Do not use a mark as a noun or a verb.            Do not follow a mark with “customers.”</p>	<p>Imation Black Watch™ DLTtape™</p> <p><b>Not</b> “FlashGO! can travel anywhere.”  <b>Not</b> Travan customers.</p>
<p>Always capitalize the first letter of a mark.</p> <ul style="list-style-type: none"> <li>Exception 1: Capitalize all letters of a mark when within an ALL-CAPS HEADLINE and use the typeface of the headline.</li> <li>Exception 2: Capitalize B and W in Black Watch.</li> </ul>	<p>Imation, Travan, SoniX            IMATION FlashGO! DEVICE TOUTED AT SHOW.            Black Watch</p>
<p>A mark must always be followed by ™ or (TM).</p> <ul style="list-style-type: none"> <li>Exception 1: In press releases and verbal presentations, use the term “brand” in place of ™ or (TM).</li> <li>Exception 2: In headlines, it is not necessary to use a symbol or “brand” if a symbol or “brand” is used subsequently in the body copy.</li> <li>Exception 3: In body copy, only use a symbol or “brand” the first time the mark appears.</li> <li>Exception 4: Do not apply the ™ or (TM) to the Imation mark when the Imation mark precedes a secondary Imation mark.</li> </ul>	<p>Imation Travan™ Data Cartridges</p> <p>Imation Travan brand Data Cartridges</p>
<p>The Imation mark is our house mark and always precedes all other Imation marks (also known as secondary marks).</p>	<p>Imation SoniX™ CD/DVD Label Kit</p>
<p>Use a mark consistently, seriously and with any punctuation convention adopted for the brand.            Do not alter the appearance of the mark.            Do not use it in ways that damage its brand promise or integrity, e.g., in a pun or in a cartoon.</p>	<p>FlashGO!</p> <p><b>Not</b> FlashGo!  <b>Not</b> Flash GO or Flashgo</p>
<p>Capitalize the first letter of each word in the descriptor portion of our product names.</p>	<p>Imation Travan™ Data Cartridges</p>
<p>It is acceptable to shorten the descriptor portion of the product name for subsequent uses within a piece.</p>	<p>Imation Travan™ Tape Cartridges provide high storage capacity. Make Imation Travan technology part of a data-backup plan.</p>
<p>Imation shall not knowingly infringe the purported trademark rights of others.</p> <p>Note the ownership of the marks referred to within each written piece at the end of the piece (including each separate and removable piece within a collection of pieces), unless the flow of the intended message is significantly disrupted.</p> <ul style="list-style-type: none"> <li>Exception 1: Comply with contractual obligations regarding ownership notations of others’ marks.</li> </ul> <p>Exception 2: The ownership of others’ marks should be acknowledged following each piece, provided no duty is owed to acknowledge the specific ownership of each mark within the piece.</p>	<p>Imation, the Imation logo, and Travan are trademarks of Imation Corp.</p> <p>Imation Corp. is licensed to use the Black Watch mark.</p> <p>All other trademarks are the property of their respective owners.</p>

<sup>1</sup> Questions relating to the guidelines or the creation of new trademarks should be directed to Imation Legal Affairs (651-704-4744) or Imation Corporate Branding and Identity (651-704-5818). Questions relating to possible infringement or other legal issues should be directed to Imation Legal Affairs (651-704-4744).

<sup>2</sup>Proper trademark usage test: If you leave the trademark out, the sentence should still make sense and be grammatically correct.