

*sony style*

**Style Guide  
Standards of Brand Usage  
2003**

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# Standards of Brand Identity

## Why establish standards of brand identity?

This style guide is a tool to assist in the development of Sony visual communications. The purpose of this style guide is to create a single repository of information and resources relating to the positioning and use of the Sony brand and its sub-brands.

In practice, this style guide is a tool for Sony personnel and thirdy party personnel (agencies, partners, affiliates where applicable) to access the most up-to-date standards, specifications, and usable elements for the purpose of creating Sony marketing materials both online and in other marketing media.

Specifically, this style guide supports the branding and marketing of Sony Style and SonyStyle.com. As Sony's product marketing efforts expand their reach through the success of Sony Style, it is all the more important that the Sony Style brand be understood and utilized in a manner that is in keeping with the overall brand identity of Sony.

That being said, it's important to discuss the Sony brand and what it means.

## What is Sony?

The Sony brand is one of the most powerful and enduring brands in the world. It stands for more than just Sony products; it is a promise and a dedication to creating a culture of joy. This commitment can be seen throughout Sony's product development and advertising activities. The Sony brand inspires dreams and joy, as do Sony's products.

Sony is set apart by an attitude of doing what others only aspire to, of relentless and rugged individualism, of freedom and open-mindedness, of insatiable curiosity, imagination, and innovation. The Sony brand is young at heart, fun, and full of joy.

Sony Style is the essence of how Sony does things. It is communicated to the outside world at every touchpoint. Sony Style is new, original, and exciting. It makes the experience entertaining. It is visually stunning. It is optimistic. It employs an exquisite feel for design, interface, and details. It reflects a prestigious position. It is truly excellent and of the highest quality. This is key. The representation of Sony and its sub-brands requires an overall adherence to standards of the utmost quality and excellence. While Sony's marketing may be cutting edge and compelling, it must always express an underlying feeling of elegance and good taste.

## Sony Brand Hierarchy

Sony Master Brand

Platform Sub-brand

Hero Sub-brands

Product Names

Link Brands

# Standards of Brand Identity

Sony Style is a sub-brand of Sony.

## What is Sony Style?

The way we act and express ourselves that is uniquely Sony -- that's Sony Style. But Sony Style is also a destination. It is a place people can go. It is an environment and a community. It is the gateway to the Sony lifestyle. It is the primary destination for experiencing everything Sony.

But Sony Style is more than just a Web site. It is the Sony Style experience, both online and off. Not only can customers buy all the Sony merchandise they are looking for, they can also get in-depth product information, tutorials, and helpful information they won't find anywhere else. They can access unique Sony properties and services such as MusicClub and ImageStation. And with Sony Style's three stores in San Francisco, Chicago, and New York, the concept of Sony Style existing in both the real world and the digital one becomes even more distinct.

Whereas the Sony brand is committed to inspiring users and encouraging them to dream and to pursue joy, Sony Style is the means by which to achieve these more esoteric goals. It is a tool to select and acquire the implements necessary to achieve the Sony lifestyle. The nature of its relationship to the user is more practical and functional. The user visits Sony Style to shop for Sony merchandise, to order compatible accessories for other Sony products, to receive special exclusive offers, and to make purchase selections.

Sony Style encompasses all of the various touch points by which customers can access information about Sony products and make purchases. The most comprehensive resource for getting all things Sony. Widest selection of products and accessories, convenience online, convenience of shopping at telesales.

## What sets Sony Style apart?

The Sony Style value proposition centers around the direct connection to the Sony community and Sony products. The Sony Style Web site is a resource for access to extensive product information that enables a purchase decision. Up-to-date product specifications and usage details can be accessed online at all times and for the latest Sony products.

Sony Style is a direct link to Sony. Users can pre-order new products and get access to new technology as soon as it becomes available. The Sony Style brand appeals to customers who are loyal to the Sony parent brand and who want to integrate Sony into every aspect of their lifestyle.

Sony represents a fun and carefree approach to technology and how it integrates into the user's life. When we talk about "Sony Style," the style that is Sony, we play up these characteristics of the Sony brand offering. We offer customers an opportunity to associate themselves with the Sony lifestyle – an association that connotes discerning taste, quality, upscale products, and leading-edge technology.

Sony Style offers unsurpassed selection of Sony merchandise. It is a one-stop shop for learning about and purchasing Sony products and accessories.

Sony Style offers the highly user-friendly Configure to Order service for its VAIO® desktop and notebook computers. This enables customers to custom configure a computer system to meet their specific requirements.

## How do you integrate Sony and Sony Style in your brand message?

Sony Style is a sub-brand of Sony. When choosing between the two logos (for space consideration, etc.), opt for the Sony logo in favor of the Sony Style logo. For further guidelines regarding usage of the Sony logo, see *Sony Logo Guidelines*.

### Sony Style Text Descriptions:

Sony Style is a gateway to all things Sony. The ultimate home to a culture of entertainment and joy.

(19 words)

Destination Sony! Sony Style is your gateway to all things Sony. From home electronics to personal computing to digital imaging and so much more.

(24 words)

Sony products are designed to work together, integrating perfectly and intelligently to help you maximize your creativity, productivity, and individuality. And Sony Style is where you'll find all the genuine Sony products you need. (34 words)

Sony Style is the home of genuine Sony products and accessories. Everything from home electronics to personal computing to digital imaging. Everything you need to know about VAIO® computers, CLIÉ™ handhelds, Mavica® and Cyber-shot® digital still cameras, Handycam® camcorders, WEGA® TVs, Walkman® portable audio devices, Memory Stick® Media, and so much more is right here. (55 words)

Sony Style is your destination for genuine Sony products and accessories. If you're looking for the latest in Sony technology, look no further. Sony Style is where you'll find it – first! For the latest in Sony computers, handhelds, digital cameras and camcorders, and home electronics, shop [SonyStyle.com](http://SonyStyle.com). (47 words)

## Suggested Tag Lines for Sony Style and [SonyStyle.com](http://SonyStyle.com)

The best place to shop Sony is Sony Style.

Your gateway to all things Sony

## Sony Style Logo Guidelines

Sony Style is a sub-brand of Sony.

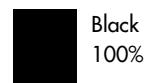
### Standard Format: Full-Color Treatment

The Sony Style logomark is shown to the right. The Sony Style logomark is to be presented with the text in a single solid color and the four diacritic marks appearing above and below the "y's in a contrasting solid color. The Sony Style logo may be presented in a variety of color combinations. The logomark may also be presented in a monochrome conformation where necessary (see below).



### Standard Format: One-Color Treatment

The Sony Style logomark may be displayed in a one-color treatment. The color may be solid black, grayscale, or a single process color. When the logomark is shown in monochrome, the diacritic marks above and below the "y's may be displayed in 50% tint. If the tint of a color cannot be achieved by the printing method, the logomark may be displayed in a single solid color



Black  
100%



Gray  
50%

100 line screen recommended for one-color reproduction



### Sony Style Logo Guidelines (continued)

The Sony Style logomark must not be combined with other graphic elements. When displaying other graphic elements near the logo, their color, size, and position should be considered to show the Sony Style logo independently.

~~sony style Online Store~~

~~sony style  
America Latina~~

~~sony style~~

~~sony style~~

Online Store

America Latina

When displaying the Sony Style logo in color, the letters "Sony Style" should be displayed in a single, solid color. The dots above and under the "y"s should be displayed in a color distinct from that of the text. (Note: The background is not limited to solid colors.)

~~sony style~~

~~sony style~~

~~sony style~~

~~sony style~~

# Standards of Brand Identity

## Usage of the Sony Style Logo

The Sony Style logomark is never to be presented in text.

The Sony Style logomark must not be combined with other graphic elements. When displaying other graphic elements near the logomark, their color, size, and position should be fashioned in such a way as to show the Sony Style logo as being distinct from them.

A ".com" should not be added to the end of the logomark. It should only be presented graphically in one of the manners shown on the previous page.

The Sony Style logo should always be displayed in its proper form. It is acceptable to animate the logo and its graphical elements, however the logo should be displayed in its proper form in the final frame of the animation.

If applying an outline, shadow or 3-D effects to the logo, it must be executed in such a manner as to not significantly alter the image presented by the original design. The logotype must be clear and readable. In cases where the logo is presented against a background color or image, contrast must be considered to maintain readability of the logotype. In all cases, the letters of the logotype must all be presented in a single color, and the four diacritic marks must be presented in a single color.

The pieces of the Sony Style logo can be used as graphic elements. If this is done, the Sony Style logo should be displayed in its proper form in the same space.

Where possible, the Sony Style logo should be positioned at the lower right of the piece in which it appears.

## Usage of the Sony Style Brand

### *Written/Printed Material*

The following are acceptable variations of Sony Style to be used on written, Web, or printed materials:

- Sony Style
- www.sonystyle.com
- www.SonyStyle.com
- SonyStyle.com

The following are NOT acceptable variations:

- X Sonystyle
- X SonyStyle
- X www.Sonystyle.com
- X Sonystyle.com

### *Spoken/Recorded*

The following are acceptable variations of Sony Style to be used when speaking or in recorded media:

- Sony Style
- sonystyle.com
- www.sonystyle.com

The following are NOT acceptable variations:

- X www.sonystyle
- X Variations on Sony Style that make it a verb, adverb or adjective, such as Sony Styled, Sony Stylize, Sony Styling.

Tips on when to use which:

- www.sonystyle.com, SonyStyle.com, sonystyle.com and www.SonyStyle.com are to be used to describe the Sony Style website. Therefore, a customer CANNOT call the SonyStyle.com call center, but they can visit the SonyStyle.com URL.
- Sony Style is a brand, a presence, and a virtual entity. This entity encompasses the entire Sony Style presence, be it web, print, telephone, etc. Therefore a customer CAN visit Sony Style on the web and CAN call Sony Style by dialing 800-571-8669.

## Standards of Brand Identity

### Sony Logo Usage Guidelines

The Sony logotype should always be displayed horizontally, in the specified form, and in a single color.

Do not animate the Sony logotype on screen or Web sites nor apply 3-D effects.

Do not stretch or condense the logotype.

Do not italicize the logotype.

Do not reduce or increase kerning of the logotype.

Do not twist the logotype.

Do not use a screen or lines over the logotype

Do not outline the logotype.

Do not use 3-D or shadow text.

Do not set the letters in an arc or at an angle.

Never use a typeface similar to the Sony logotype design.

Do not stack the individual letters vertically.

In cases where space limitations leave absolutely no alternative, the logotype may be rotated 90° counterclockwise, so that the "Y" is uppermost and the text reads from bottom to top. The logotype may not be rotated in any other direction or conformation.

The ratio of height to length in the Sony logotype is 1:6.35.

The length of the Sony logotype should never be less than 10 mm. for print or 43 pixels for screen display.

The Sony logotype should always be positioned such that it is clear, conspicuous, and independent. It must be kept clear of other layout elements such as text and graphics.

Display the Sony logotype on its own. Product or sub-brand logos should be separated from the Sony logotype. In creating the appropriate isolation zone around the perimeter of the Sony logotype, make certain that the distance between any edge of the logotype and any other element is at least as great as the vertical distance between the top and bottom of the logotype, i.e., the height of the logotype is the minimum distance allowable between the logotype and any other graphic element.

### Acceptable Usage of the Sony Logotype

**SONY**

Black

**SONY**

Sony Blue 90  
Custom Color

**SONY**

Sony Light Gray 90  
PANTONE Cool Gray 5C

**SONY**

Sony Dark Gray 90  
PANTONE Cool Gray 10C

**SONY**

White  
also for negative logotype

**SONY**

Silver  
PANTONE 877C

**SONY**

**SONY**

**SONY**

**SONY**

# Standards of Brand Identity

## Sony Sub-Brand Logo Usage Guidelines

Sony, iLINK, VAIO, Trinitron, WEGA, Mavica, Handycam, Walkman, Cyber-shot, Memory Stick, Digital8, and Fontopia are registered trademarks of Sony and should always be displayed with the registered trademark symbol.

CLIE, MagicGate, Click to DVD, Hi8, Jog Dial, Worry-Free Recording, DVD Dream, StylePro, w.ear, SwivelScreen, NetMD, SuperSlim Pro, PictureBook, and Giga Pocket are trademarks of Sony and should always be displayed with the temporary trademark symbol, until such time as they become registered trademarks.

For most Sony sub-brands, such as, VAIO®, CLIÉ™, Mavica®, Cyber-shot® et cetera, the brand names are to be used as adjectives in all cases. These brands should not be used as standalone nouns in text. The logos of these brands may be displayed in a standalone fashion. But text references should always contain the appropriate noun for which the brand stands.

A **partial list** of examples of proper usage are listed below (for a complete list of Sony U.S. trademarks, please refer to the U.S. Trademark List on page 24 of this guide):

VAIO® computer

VAIO® desktop

VAIO® notebook

CLIE™ handheld

CLIE™ personal entertainment organizer

Mavica® digital still camera

Cyber-shot® digital still camera

Memory Stick® media

Handycam® camcorder

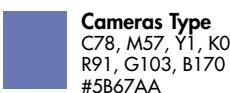
To download logo art files, visit the online version of this style guide.

# Standards of Brand Identity

## Color Palettes

This color palette was taken from 1.6 Sony Style Web palette and used in the Sony Style 2002 Winter Catalog. The colors are provided in CMYK for print and RGB and hexadecimal formulas for the Web.

These color palettes need not be limited to the product groups designated, except for VAIO® Computers, which will always be represented in the VAIO® purple palette.



**Cameras Type**  
C78, M57, Y1, K0  
R91, G103, B170  
#5B67AA



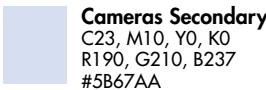
**Computers Type**  
C59, M61, Y0, K0  
R132, G105, B168  
#8469A8



**Cameras Primary**  
C39, M7, Y0, K0  
R170, G206, B237  
#AACED



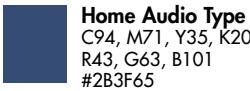
**Computers Primary**  
C29, M30, Y0, K0  
R193, G178, B211  
#C1B2D3



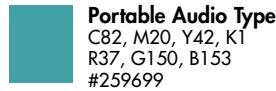
**Cameras Secondary**  
C23, M10, Y0, K0  
R190, G210, B237  
#5B67AA



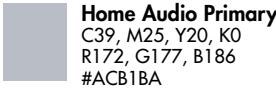
**Computers Secondary**  
C14, M15, Y0, K0  
R225, G216, B233  
#E1D8E9



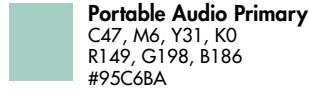
**Home Audio Type**  
C94, M71, Y35, K20  
R43, G63, B101  
#2B3F65



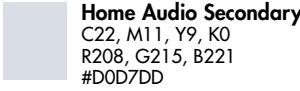
**Portable Audio Type**  
C82, M20, Y42, K1  
R37, G150, B153  
#259699



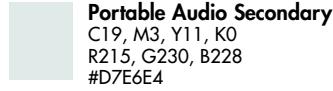
**Home Audio Primary**  
C39, M25, Y20, K0  
R172, G177, B186  
#ACB1BA



**Portable Audio Primary**  
C47, M6, Y31, K0  
R149, G198, B186  
#95C6BA



**Home Audio Secondary**  
C22, M11, Y9, K0  
R208, G215, B221  
#D0D7DD



**Portable Audio Secondary**  
C19, M3, Y11, K0  
R215, G230, B228  
#D7E6E4



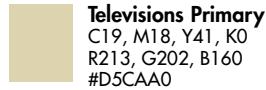
**Handhelds Type**  
C69, M17, Y100, K3  
R70, G157, B49  
#469D31



**Televisions Type**  
C54, M50, Y76, K32  
R97, G92, B60  
#615C3C



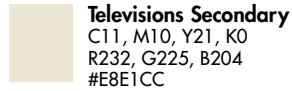
**Handhelds Primary**  
C44, M0, Y93, K0  
R144, G203, B55  
#90CB37



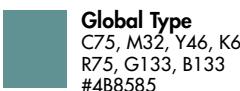
**Televisions Primary**  
C19, M18, Y41, K0  
R213, G202, B160  
#D5CAA0



**Handhelds Secondary**  
C23, M0, Y52, K0  
R204, G227, B153  
#CCE399



**Televisions Secondary**  
C11, M10, Y21, K0  
R232, G225, B204  
#E8E1CC



**Global Type**  
C75, M32, Y46, K6  
R75, G133, B133  
#4B8585



**Accessories Type**  
C0, M61, Y100, K0  
R235, G133, B16  
#EB8510



**Global Primary**  
C77, M21, Y42, K1  
R63, G152, B153  
#3F9899



**Accessories Primary**  
C0, M39, Y71, K0  
R244, G178, B88  
#F4B258



**Global Secondary**  
C22, M8, Y12, K0  
R209, G219, B220  
#D1DBDC



**Accessories Secondary**  
C0, M17, Y37, K0  
R252, G221, B169  
#FCDDA9



**Holiday Red**  
C0, M92, Y100, K0  
R225, G46, B32  
#E12E20

### Typography Standards

Because presentation on the Web is dynamic and specific to individual users' computer systems, online type may be presented in a number of different common sans-serif typefaces, keeping site-wide continuity where possible. The appropriate typefaces to choose from would be Verdana, Helvetica, Arial, and similar families.

Graphic display text need not adhere to a rigid type standard except that it must be easily readable, aesthetically clean and elegant, and distinguishable from the logotypes used in the Sony corporate and product brands.

For print, the following typefaces are recommended.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Helvetica

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Helvetica Neue Light Extended

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Helvetica Neue Extended

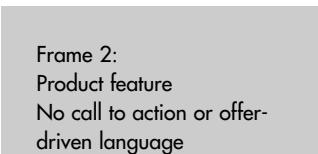
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

**Helvetica Neue Bold Extended**

## Standards of Brand Identity

### Sony.com Banner Ad: Animated 120 x 60 pixels

The banner shown right includes two frames. Animation is activated by a mouseover action. A border is not necessary but may be used. Because this is intended for Web use, color mode should be RGB. Banner ads appearing on Sony.com may not include a call to action of any offer-driven language or pricing. Messaging is to be limited to product-oriented information exclusively.



60 pixels

120 pixels

Format

Example

### Yahoo! Banner Ad: Static 120 x 150 pixels

The banner shown right is a single frame. A border is not necessary but may be used. Because this is intended for Web use, color mode should be RGB. In this case, the image is sized such that the corners do not meet the footprint of the banner. This is acceptable. A variety of shapes can be used within the space allotment provided. However, the entire space of 120 x 150 pixels may be used in the image layout.



Format



Example

# Standards of Brand Identity

## Affiliate Banner Ad: Animated

120 x 60 pixels

The banner shown right includes two frames. Animation is activated by a mouseover action. Include a 1 pixel border, bounding the inside of the banner frame. Because this is intended for Web use, color mode should be RGB.

A call to action should be included on at least one frame. Feature the Sony logo prominently. Feature the Sony Style logo where possible.

A Photoshop template can be downloaded from the Sony Style online style guide.

## Affiliate Banner Ad: Static

For static, single-frame banners, a border is not necessary but may be used. Because this is intended for Web use, color mode should be RGB. If both the Sony and Sony Style logos can be included in an aesthetically pleasing way, include them, with the Sony Style logo subjugated to the bottom/bottom right. If space does not allow an aesthetically pleasing presentation of both logos, opt for the Sony logo.

Messaging should include a compelling call to action.

A Photoshop template for each of these formats can be downloaded from the Sony Style online style guide.

Frame 1:  
Attention-getting phrase  
or image/Call to action

Frame 2:  
Offer or value proposition/  
Call to action



Format

Example

120x60 pixels:  
Attention-getting phrase  
or image/Call to action



Format

Example

120x90 pixels:  
Attention-getting phrase  
or image/Call to action



Format

Example

120x240 pixels:  
Attention-getting phrase  
or image/Call to action



Format

Example

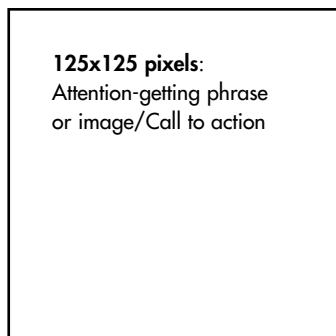
## Standards of Brand Identity

### Affiliate Banner Ad: Static (continued)

For static, single-frame banners, a border is not necessary but may be used. Because this is intended for Web use, color mode should be RGB. If both the Sony and Sony Style logos can be included in an aesthetically pleasing way, include them, with the Sony Style logo subjugated to the bottom/bottom right. If space does not allow an aesthetically pleasing presentation of both logos, opt for the Sony logo.

Messaging should include a compelling call to action.

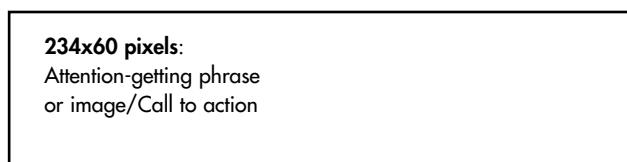
*A Photoshop template for each of these formats can be downloaded from the Sony Style online style guide.*



Format



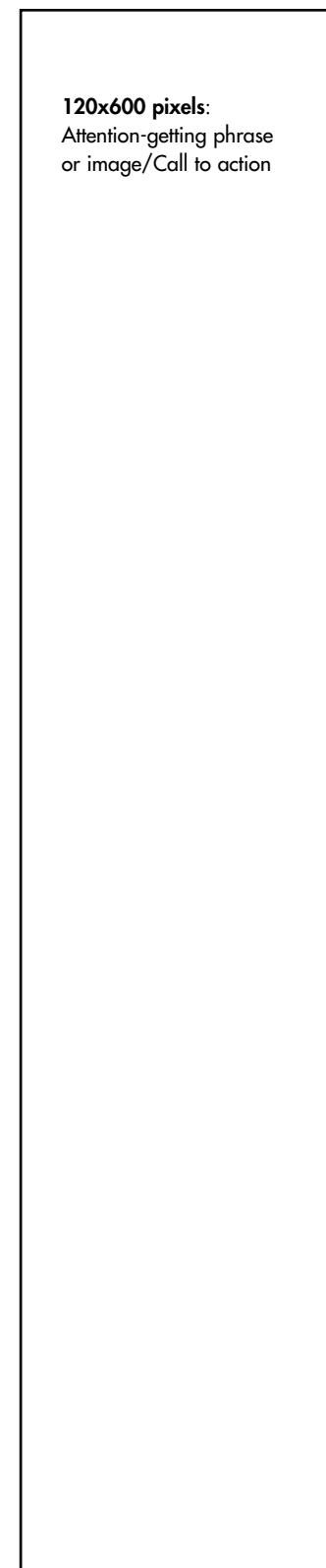
Example



Format



Example



Format



### **Affiliate Banner Ad: Static (continued)**

For static, single-frame banners, a border is not necessary but may be used. Because this is intended for Web use, color mode should be RGB. If both the Sony and Sony Style logos can be included in an aesthetically pleasing way, include them, with the Sony Style logo subjugated to the bottom/bottom right. If space does not allow an aesthetically pleasing presentation of both logos, opt for the Sony logo.

Messaging should include a compelling call to action.

A Photoshop template for each of these formats can be downloaded from the Sony Style online style guide.

**392x72 pixels:**  
Attention-getting phrase  
or image/Call to action

## Format



## Example

**468x60 pixels:**  
Attention-getting phrase  
or image/Call to action

Format



## Example

## Standards of Brand Identity

### My Sony Member Opt-In E-mail

The following is a periodic e-mail sent to members who opt in for rewards and information about Sony products and promotions. The My Sony message is timely and offer-oriented. This venue showcases items from the full Sony family, including electronics, movies, music, interactive games, and other entertainment items.

The My Sony e-mail consists of a series of variable creative modules. They are the marquis image, insider news modules, banner ad modules, front and center modules, and offer modules. Each module has specifications for graphic and text content. These specifications and a discussion of each module follows.

My Sony: Go digital for the holidays; enter to win NYC trip... – Sony – Netscape 7.0

Get Msgs Compose Reply Reply All Forward File Next Delete Print Stop

Subject: My Sony: Go digital for the holidays; enter t... From: My Sony 11/7/02 11:22 AM

**MySony**

MEMBER HOME PAGE YOUR PROFILE REWARDS CENTRAL SONY CUSTOMER SUPPORT November 7, 2002

Welcome Mary Forrest! You currently have 1,020 points as of Wednesday at 5:00 p.m. EST. Visit Rewards Central to redeem your points today!

**INSIDER NEWS**

MUSIC: Brand new CD from B2K unlocks exclusive content!

SOFTWARE: Make movies and music in minutes with Screenblast(R) Movie Studio(TM) and Screenblast(R) Music Studio(TM).

Electronics: Light in weight and BIG on screen, VAIO(R) notebook computers are ideal travel companions.

**FRONT AND CENTER**

**MUSIC**

Enter for a chance to win a trip to NYC & tickets to see "Hairspray" live on Broadway!

Patty Loveless "Bluegrass & White Snow: A Mountain Christmas" in stores now!

Tony Bennett and k.d. lang come together to bring us "A Wonderful World." In stores Nov. 5.

Enter for a chance to win a DVD Dream(TM) System and more in Epic's Fall 5 Sweepstakes!

**ELECTRONICS / COMPUTERS**

FREE shipping and a FREE custom carrying case when you purchase select Handycam(R) Camcorders from Sony Style!

Bring theatre surround sound to your living room with a stylish Home Theater Speaker Package.

See the difference: Sony's Progressive Scan DVD Player produces a more film-like image from film originated DVDs.

The eyes have it: Trinitron(R) computer displays provide vivid color and remarkable detail - for the home or office.

**SONY OFFERS**

**SONY STYLE**

**ENTER I SPY THE SWEEPSTAKES**

**PLAYSTATION / ONLINE GAMES**

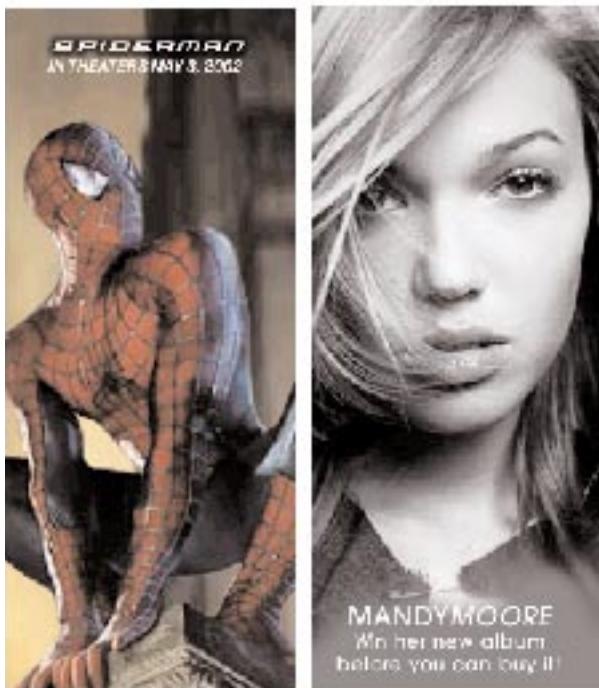
**SOAP CITY**

Privacy | Terms | Unsubscribe © 2002 Sony Corporation (C)2002 Califon Productions, Inc. All Rights Reserved. Wheel of Fortune is a registered trademark of Califon Productions, Inc.

### Marquis Image 182 x 425 pixels

The Main Promotion or Marquis Image resides on the top left of the My Sony member email, directly below the My Sony logomark. The image is presented in JPEG format. Maximum file size is 20K.

182



425

### Insider News Module

Each Insider News Module contains two lines of text, approximately 48 characters.

**INSIDER NEWS**

Destiny's Child to headline MTV's first TRL world tour

## My Sony E-Mail Content Components

### Banner Ad Modules 120 x 60 pixels

The Banner Ad Module images reside on the far right of the My Sony member email. Static or animation of two frames. The image is presented in GIF format. Maximum file size is 5K.



### Front and Center Modules

Each Front and Center Module can contain:

- One story only:  
12 lines of text, approximately 324 characters
- Two stories:  
6 lines of text each, approximately 144 characters
- Three stories:  
4 lines of text each, approximately 96 characters
- Four stories:  
2 lines of text each, approximately 48 characters
- Five stories:  
1 line of text each, approximately 24 characters

The content of these stories should be compelling and call-to-action-oriented, with a sense of urgency or timeliness.

### FRONT AND CENTER

#### Music

New J.Lo Album hits stores

Jagged Edge "Where's The Party At" In Stores 6.26.01

Win MANDY MOORE's New Album Before You Can Buy It!

New J.Lo Album hits stores

Jagged Edge "Where's The Party At" In Stores 6.26.01

### Offer Modules

Each Offer Module can contain:

- Offer with logo:  
Logo in GIF format with transparent background, dimensions are 127 X 34 pixels. Maximum file size is 5K. Allows for 5 lines of text, approximately 135 characters.
- Offer Banner (graphic only)  
One graphic in GIF or JPEG format. 127 X 92 pixels. Maximum file size is 10K. Static only. No animation.

### SONY OFFERS



## Standards of Brand Identity

### Sony Style Monthly Sales E-Mail (text version)

The following is a periodic e-mail sent to Sony Style members. The actual content of the email is significantly longer, including promotional sections for several additional product categories.

Dear <>Member Name>>,

Now is a great time to put the Sony products you've wanted in your home. Beat the holiday rush with shipping for 1 cent on select items!

-----  
Make new DVD movies with old video memories

The new Sony VAIO Digital Studio(TM) Desktop featuring Click to DVD(TM) software-transfer video to DVD with one click! Plus, watch live TV, burn CDs and record shows! Now save \$100 and get 1 cent shipping!

buy now

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0Bjmw0A4>

more desktops

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0Be2p0As>

learn about Click to DVD(TM)

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0Bjmx0A5>

-----  
Do bigger things with Sony's smallest digital camera

Introducing the newest member of the Cyber-shot(R) digital camera line, DSC-U20. Pocket-sized prowess with 2.0 megapixel power! Preorder now and get 1 cent shipping!

order now

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0Bjmy0A6>

more digital cameras

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0Be2r0Au>

-----  
Musicclub(TM) link to:

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0BgiS0AM>

-----  
ImageStation(TM) link to:

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0Bghw0Av>

-----  
Financing link to:

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0Bdt50Ay>

-----  
Shop more than 1,000 great Sony products at SonyStyle.com

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0BD3D0Ac>

or call 1-888-584-SONY

-----  
Note: Sony may change or cancel these promotions at any time. If you have not yet subscribed to Sony Style(SM) updates, click here [mailto:Subscribe\\_SonyStyle@news.sonystyle.com](mailto:Subscribe_SonyStyle@news.sonystyle.com) and type "subscribe" in the subject line. To unsubscribe, click here [mailto:Unsubscribe\\_SonyStyle@news.sonystyle.com](mailto:Unsubscribe_SonyStyle@news.sonystyle.com) and type "unsubscribe" in the subject line.

Privacy Policy

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0TTB0AJ>

Legal/Trademark

<http://news.sonystyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0TH20Ap>

Copyright 2002 Sony Electronics e-Solutions Company LLC. All rights reserved.

# Standards of Brand Identity

## Sony Style Monthly Sales E-Mail (HTML version)

The following is a periodic e-mail sent to Sony Style members.

The email layout includes:

- Graphic header with logo**: Located at the top left.
- Greeting (personalized)/Introductory Paragraph**: A personalized message "Dear gemini," followed by an introductory paragraph about holiday shipping.
- Offer or announcement boxes with graphics**: Several boxes containing promotional offers, each with a graphic and a "buy now" button.
- Category specific offers with extended text**: Each section includes detailed text describing the offer, such as the "ISPY" sweepstakes and the "Sony Musicclub" artist of the month.
- Links to sister sites**: A link to the "Imagestation" service.
- Copyright notices, customer service info**: Information about financing options and payment terms.
- Links to privacy policy and legal information**: Links to "Privacy Policy" and "Legal/Trademark".

### Sony Style Statement Messaging

The monthly Sony Financial Card statement provides a recurring opportunity for text-based retention marketing. The intention of the text is to drive customers back to the Sony Style Web site and to deepen customer loyalty through additional purchases and participation.

The following is a sample of copy that has appeared in this property. The text limit is 165 characters including spaces.

It's holiday shopping time! The right gift. The perfect moment. The newest ways to make and share memories. Find it all at SonyStyle.com – the best way to shop Sony.

(165 chars with spaces)

# Standards of Brand Identity

## Sony Style Web Site Usage Category Pages

The image below is an iteration of the SonyStyle.com main page.

The site is optimized for 1024x768 resolution.

© SonyStyle USA

view account | order status | gift center |  
view cart | Items 0 subtotal \$ 0.00 as low as \$0/ mo

SEE THE WORLD OF SONY

sony style usa

enter search term  GO all of Sony Style

Favorites History Search Scrapbook Page Holder

**me first**

You can be the first to own tomorrow's hottest products - like the Net MD™ Walkman® Cyber-shot® U Digital Camera, CLIE™ Handheld, and VAIO® GRX Series notebook.



PRODUCT IMAGES NOT TO SCALE

**digital cameras/camcorders**

**computers and peripherals**

**handhelds/PDAs**

**televisions**

**home audio/video**

**portable audio**

**accessories**

**car audio**

**business solutions**

**movies**

**music**

**photos**

**Click here for details on Sony's Premier In-Home Delivery.**

**KV-40XBR800 40" FD Trinitron® WEGA® XBR® Hi-Scan® TV with Free SU-40XBR8 Stand**

Exceptional television entertainment meets perfect presentation in this Sony Style Special offering...

**\$ 2,999.99**  
as low as \$75.00/ mo [Financing Details](#)

[view this model >](#) [view all models >](#)

**\$100 Instant Rebate plus FREE Hard Drive Upgrade - a \$170 total savings**

**Sony VAIO® NV200 Series Notebook**

Sony's most affordable mobile DVD-RW solution! The VAIO® NV200 Series combines desktop-like performance...

**Starting at \$1699.99**  
**\$ 799.99**  
as low as \$20.00/ mo [Financing Details](#)

[view this model >](#) [view all models >](#)

**Preorder today! Begins shipping mid-February**

**NZ90 Color CLIE™ Handheld w/ 2 Mega-pixel Camera**

The new Palm Powered™ PEG-NZ90 CLIE™ handheld pushes the envelope of handheld computing, featuring t...

**\$ 799.99**  
as low as \$20.00/ mo [Financing Details](#)

[view this model >](#) [view all models >](#)

**Save up to \$100**

**DCR-PC101 MiniDV Handycam® Camcorder with Free LCS-KIT330 carrying case**

The DCR-PC101 MiniDV Handycam® Camcorder combines improved battery capacity, megapixel image quality...

**\$ 1,299.99**  
as low as \$33.00/ mo [Financing Details](#)

[view this model >](#) [view all models >](#)

**Available Now!!!**

**DVD Dream™ System**

A Digital Dream Come true, Sony's New DAV-C990 DVD Dream™ System boasts 600 Watts Total Power...

**\$ 999.99**  
as low as \$25.00/ mo [Financing Details](#)

[view this model >](#) [view all models >](#)

**New Concept and Design!**

**Sony VAIO® W Series PC**

Slim, Sleek, and Sophisticated. The VAIO® W Series PC is a unique blend of design and performance cr...

**\$ 1,599.99**  
as low as \$40.00/ mo [Financing Details](#)

[view this model >](#) [view all models >](#)

**MUSICCLUB**

Your resource for online mp3's, cd's & support for Sony Stuff.

**ImageStation**

Your resource for online photos. Order prints & more!!

**Sony Style Global Value Campaign**

One of a Kind Products

**screenblast®**

Yes, I would like to receive information from Sony that may be of interest to me.  enter email

# Standards of Brand Identity

## Sony Style Web Site Usage Header/Footer Context

The screen shot below represents the basic template for pages on the Sony Style Web site, presenting the relationship between the header and footer bars, with mandatory messaging in place.

The graphic theme can be changed to suit holiday opportunities or to maintain a fresh, appealing look and feel, but the layout and footprint of the site elements remain the same.

Constant items to be considered are the top navigation bar, left navigation bar, and footer info. These must appear on all pages.

The site is optimized for 1024x768 resolution.

The screenshot displays the Sony Style website layout. At the top is a purple header bar with the "sony style" logo and "usa". Below it is a white navigation bar with links for "gift center", "express shop", "my account", "wish list", "view cart", "total \$35788.98", and "as low as \$345/42 pmts". A search bar with "enter search term" and a "find" button is also present. The main content area features a left sidebar with categories like "special offers", "new products", "top sellers", "hard to find", "tv / video", "home theater", "home audio", and "personal audio" (selected). The "personal audio" section highlights the "CD Walkman®" with a "FREE SHIPPING On All CD Walkman® Players!" offer. It shows a silver Sony CD player (DCJ01CSKIT) for \$149.95 with a "more details" link. Below this are sections for "MiniDisc Walkman®", "Clock Radio", and "Digital Voice Recorders". The footer contains a newsletter sign-up form, a copyright notice for 2001 Sony Electronics Inc., and links for "Order by Phone 1-877-865-SONY(7669)", "Feedback", "Site Map", "FAQ", "Support", "Financing", "Shipping Info", and "Privacy Policy".

## Standards of Brand Identity

### Sony Style Web Site Usage Promo Landing Pages (Static Pages)

Offer pages must adhere to the header and footer context as presented previously. Offers will consist of a graphic which incorporates product or offer image and headline text.

Constant items to be considered are the top navigation bar, left navigation bar, and footer info. These must appear on all pages.

Headline or graphic text will be no more than 100 characters including spaces.

Offer copy will include a detailed description of the offer, including expiration dates and limitations. One or two paragraphs of text may be used. Up to 175 words or up to 1000 characters including spaces.

The site is optimized for 1024x768 resolution.

The screenshot shows the Sony Style USA website. At the top, there's a navigation bar with links for 'gift center', 'express shop', 'my account', 'wish list', 'view cart' (showing 44 items), 'total \$35788.98', 'as low as \$345/42 pmts', and search fields ('enter search term' and 'find'). Below the navigation is a banner with logos for VEGA, Walkman, and DreamSystem. To the left is a sidebar with categories like 'electronics home', 'special offers', 'new products', 'top sellers', 'hard to find', 'tv / video', 'home theater', 'home audio', 'personal audio' (with sub-options for CD Walkman, MiniDisc Walkman, Network Walkman, XM Satellite Radio, Portable Radio, Boombox, World Band Radio, Clock Radio, and Recorders), 'projectors & peripherals', 'telephone', 'accessories', 'business solutions', and 'financing'. A large blue decorative image of a snowflake is on the left. The main content area has a box labeled 'Graphic' containing text about the graphic element. Another box labeled 'Offer Copy' contains text about the detailed offer description. At the bottom, there's a checkbox for receiving information from Sony Electronics Inc., an input field for an e-mail address, a 'submit' button, and a link to the 'privacy policy'. The footer includes links for 'Order by Phone 1-877-865-SONY(7669)', 'Feedback', 'Site Map', 'FAQ', 'Support', 'Financing', 'Shipping Info', 'Privacy Policy', and copyright information for 2001 Sony Electronics e-Solutions Company LLC.

**Graphic**

Contains compelling image of product and offer with appropriate, attention-getting offer copy that correlates to the detailed offer copy below

**Offer Copy**

Detailed description of offer. May use up to two paragraphs of text.

Up to 175 words or up to 1000 characters with spaces.

Yes, I would like to receive information from Sony Electronics Inc. that may be of interest to me. Enter e-mail address:  submit [privacy policy](#)

Order by Phone 1-877-865-SONY(7669) | Feedback | Site Map | FAQ | Support | Financing | Shipping Info | Privacy Policy ©2001 Sony Electronics e-Solutions Company LLC. All rights reserved. Legal Info.

### Copyright Boilerplate (all-purpose Web site usage)

*Each page on the SonyStyle.com Web site must display the following basic copyright text:*

©2002 Sony Electronic e-Solutions Company LLC. All rights reserved.  
Detailed copyright information will be presented on the page linked to "Legal Info."

### Public Relations Boilerplate: Sony Corporation/SEL

Sony Corporation and its consolidated subsidiaries develop, design, manufacture and sell electronic equipment, instruments and devices for consumer and industrial markets. It also develops, produces, manufactures and markets home-use game consoles and software, and develops, produces, manufactures and distributes recorded music in all commercial formats and musical genres. It is also engaged in the development, production, manufacture, marketing, distribution and broadcasting of image-based software, including film, video and television, and in various financial service businesses, including insurance operations through a Japanese life insurance subsidiary and non-life insurance subsidiaries, banking operations through a Japanese Internet-based banking subsidiary and leasing and credit financing operations in Japan. Sony also has Internet-related businesses, an advertising agency business in Japan and location-based entertainment businesses in Japan and the United States.

### Public Relations Boilerplate: Sony Style

#### About Sony Style

Sony Style ([www.sonystyle.com](http://www.sonystyle.com)), a business unit of Sony e-Solutions Company LLC and Sony Corporation, is a leading provider of easily-accessible product information and online shopping access for Sony Electronics products, including VAIO® personal computers, CLIÉ™ handhelds, WEGA® televisions, Walkman® portable audio devices, and the complete line of Sony digital imaging products and home entertainment audio and video products. The Sony Style Web site offers a complete range of online services for customers who wish to purchase Sony Electronics products. Sony Style, with its affiliated online partners, is cultivating a growing community of technologically savvy shoppers who demand Sony quality and expect Sony ingenuity from the purchase process all the way to the end product.

## Sony-Microsoft Cooperative Marketing Agreement

Any advertising related to VAIO® computers must include the following Microsoft tagline:

**Sony recommends Microsoft® Windows XP.**

A copy of the OEM cooperative agreement may be viewed in the online version of this style guide.

## Intel® Trademark and Logo Usage Guidelines

Intel's trademarks and brands are Intel intellectual property and are important and valuable assets of the corporation. Trademarks must be used properly.

- Use the appropriate trademark symbol and trademark acknowledgment of Intel's ownership of the marks and/or logos in question.
- Do not incorporate Intel trademarks or logos into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to Intel's marks and logos.
- ALWAYS use a trademark as an adjective, accompanied by an APPROPRIATE noun. Do not use a trademark as a noun. Do not pluralize a trademark or make it possessive (which would be using it as a noun). Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen. And do not abbreviate a trademark.
- ALWAYS use the proper spelling and the proper trademark symbol. For the trademark symbol, the superscript or subscript mode is preferred, but if it is not available, use parentheses: (TM), (SM.) or (R).
- ALWAYS use trademarks and brand names in the ways they were intended to be used. Do not use them for goods or services for which they were not originally intended. Do not alter them in any way. Do not make puns out of them or portray them in a negative light.

The following are trademarks, service marks or registered trademarks of Intel Corporation:

|  |                                      |                      |
|--|--------------------------------------|----------------------|
| AnyPoint®                              | AppChoice™                           | BoardWatch™          |
| BunnyPeople™                           | CablePort™                           | Celeron®             |
| Chips®                                 | CT Media™                            | DM3™                 |
| EtherExpress™                          | ETOX™                                | FlashFile™           |
| i386™                                  | i486™                                | i960®                |
| iCOMP®                                 | InstantIP™                           | Intel®               |
| Intel386™                              | Intel486™                            | Intel740™            |
| IntelDX2™                              | IntelDX4™                            | IntelSX2™            |
| Intel® Centrino™                       | Intel Create & Share®                | Intel® Dialogic®     |
| Intel® GigaBlade™                      | Intel® InBusiness™                   | Intel Inside®        |
| Intel® NetBurst™                       | Intel® NetMerge™                     | Intel® NetStructure™ |
| Intel® Play™                           | Intel® SingleDriver™                 | Intel SpeedStep®     |
| Intel StrataFlash®                     | Intel® TeamStation™                  | Intel® Wireless MMX™ |
| Intel® Xeon™                           | Intel® XScale™                       | IPLink™              |
| Itanium®                               | Itanium®-based                       | Itanium® 2           |
| Itanium® 2-based                       | MCS®                                 | MMX™                 |
| Mobile Intel® Pentium® III Processor-M | Mobile Intel® Pentium® 4 Processor-M | OverDrive®           |
| Paragon®                               | PC DADS™                             | PC Parents™          |
| PDCharm™                               | Pentium®                             | Pentium® II          |
| Pentium® II Xeon™                      | Pentium® III                         | Pentium® III Xeon™   |
| Pentium® 4                             | Pentium® M                           | Pentium® OverDrive®  |
| Pentium® Pro                           | Performance at Your Command™         | RemoteExpress™       |
| SmartDie®                              | Solutions960®                        | StorageExpress™      |
| The Computer Inside.™                  | The Journey Inside™                  | TokenExpress™        |
| VoiceBrick™                            | VTune™                               | Xircom®              |

# Standards of Brand Identity

## Trademarks (February 3, 2003)

*Note: This list includes Sony and SEL trademarks that have been officially cleared for use and are currently being used or have been used within the U.S. Trademarks that have never been used in any marketing/advertising materials within the U.S., regardless of whether they were cleared for use, are not included in this list. If you need information on third party trademarks, please contact Nazuki Hughes or Maria Rocha.*

*Updates are in purple for easy reference – please note that the updates include new trademarks as well as corrections, changes and additional information added to existing trademarks.*

| Mark                                   | Symbol | Owner         | Product/Service   |
|--|--------|---------------|---|
| 3 MAX+ (word & logo)                   | TM     | SEL           | <ul style="list-style-type: none"> <li>notebook computer and features</li> </ul>  |
| A Vision For Business                  | TM     | SEL           | <ul style="list-style-type: none"> <li>BPG slogan</li> </ul>  |
| a2DVD                                  | SM     | SEL           | <ul style="list-style-type: none"> <li>a mail order, in-store and online service that converts consumers' personal home videos from VHS, SVHS, 8mm Hi8 or Mini DV formats into customized DVDs</li> </ul> |
| ACAMS                                  | TM     | Sony/TransCom | <ul style="list-style-type: none"> <li>communications, management and entertainment systems used in transportation devices</li> </ul>   |
| Access Center                          | TM     | SEL           | <ul style="list-style-type: none"> <li>television component control system</li> </ul>   |
| AccuPower                              | TM     | SEL           | <ul style="list-style-type: none"> <li>camcorder battery system; meter</li> </ul>   |
| Accurate Image Restoration             | TM     | SEL           | <ul style="list-style-type: none"> <li>electron gun technology for computer display monitors</li> </ul>   |
| Active Prism                           | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>video camera</li> </ul>  |
| Advanced HAD                           | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>video camera, video cameras combined with video tape recorders/players</li> </ul>  |
| Advanced Intelligent Tape              | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>magnetic tape for storing computer data, and computer hardware</li> </ul>  |
| Advanced Storage by Sony               | TM     | SEL           | <ul style="list-style-type: none"> <li>data storage products</li> </ul>   |
| AIBO                                   | ®      | Sony Corp.    | <ul style="list-style-type: none"> <li>entertainment robot</li> </ul>   |
| AIR                                    | TM     | SEL           | <ul style="list-style-type: none"> <li>electron gun technology of computer display monitor</li> </ul>   |
| Air-EGG                                | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>wireless mouse for remote control of TV, VCRs, audio components, etc.</li> </ul>   |
| AirTrac                                | ®      | SEL           | <ul style="list-style-type: none"> <li>application software for control of a digital ad insertion file server</li> </ul>  |
| AIT/Advanced Intelligent Tape (Logo)   | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>magnetic tape for storing computer data, and computer hardware</li> </ul>  |
| Anycast                                | TM     | SEL           | <ul style="list-style-type: none"> <li>broadcast solution for the ability to acquire, manipulate, store and distribute video, audio and data digitally</li> </ul>   |
| APOS                                   | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>machines that line up mechanical parts on conveyors</li> </ul>   |
| Artisan                                | TM     | SEL           | <ul style="list-style-type: none"> <li>color reference system</li> </ul>  |
| ASC (active signal correction)         | TM     | SEL           | <ul style="list-style-type: none"> <li>television circuitry for signal sharpness and picture</li> </ul>   |
| At Your Service                        | TM     | SEL           | <ul style="list-style-type: none"> <li>warranty and service program for large size televisions</li> </ul>   |
| ATA                                    | TM     | SEL           | <ul style="list-style-type: none"> <li>car stereo tuner activation</li> </ul>   |
| ATRAC                                  | ®      | Sony Corp.    | <ul style="list-style-type: none"> <li>optical disc players/recorders and recordable discs; pre-recorded optical discs featuring entertainment, education and research programming</li> </ul>             |
| ATRAC3 (word & logo)                   | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>Blank and prerecorded audio discs, tapes, and IC cards; sound recording and reproducing apparatus; computer application software</li> </ul>                        |
| Audio Very Important Professional Club | SM     | SEL           | <ul style="list-style-type: none"> <li>club offering special promotion to end users of professional media</li> </ul>  |
| Audio VIP Club                         | SM     | SEL           | <ul style="list-style-type: none"> <li>club offering special promotions to end users of professional recording media</li> </ul>   |
| Auto Access                            | TM     | SEL           | <ul style="list-style-type: none"> <li>console television with doors use of a infrared sensor</li> </ul>  |
| Auto Clock (logo & word)               | ®      | SEL           | <ul style="list-style-type: none"> <li>VCR automatic clock setting feature</li> </ul>   |
| Auto Dialer                            | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>memory device in telephones</li> </ul>   |
| Auto ImageSet                          | TM     | SEL           | <ul style="list-style-type: none"> <li>feature of a display that automatically sets the image position, phase and pitch</li> </ul>  |

## Standards of Brand Identity

### Trademarks (continued)

| Mark                                 | Symbol | Owner      | Product/Service   |
|--------------------------------------|--------|------------|---|
| Auto Shutter                         | ®      | SEL        | <ul style="list-style-type: none"> <li>• micro floppy disks and disk drives</li> </ul>  |
| AutoAlert                            | TM     | SEL        | <ul style="list-style-type: none"> <li>• e-mail notification software and liquid crystal display panel</li> </ul>   |
| Automatic Music Sensor               | TM     | SEL        | <ul style="list-style-type: none"> <li>• track selection</li> </ul>   |
| AV Laser                             | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• video disk system</li> </ul>   |
| BabyCall                             | ®      | SEL        | <ul style="list-style-type: none"> <li>• monitoring system</li> </ul>   |
| Backglow                             | TM     | SEL        | <ul style="list-style-type: none"> <li>• display panel on a personal CD player</li> </ul>   |
| Because There's So Much More to Hear | TM     | SEL        | <ul style="list-style-type: none"> <li>• super audio compact disc players</li> </ul>  |
| Beta Hi-Fi                           | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• videotape recorders, video tapes and VCRs</li> </ul>   |
| Beta, plus design                    | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• VTR, video cameras, projection televisions and video accessories including recorded and unrecorded videotape</li> </ul>  |
| Beta/Plex                            | TM     | SEL        | <ul style="list-style-type: none"> <li>• broadcast signal transmission system</li> </ul>  |
| Betacam                              | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• combination video camera and VCR and blank tapes</li> </ul>  |
| Betacam SP                           | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• video camera, VCR</li> </ul>   |
| Betacam SX                           | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• video recorder, camcorder, tape and tape format</li> </ul>   |
| Betacart                             | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• videocassette recorders and players, pre-recorded and unrecorded videocassettes</li> </ul>   |
| Betamax                              | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• video recorders/players</li> </ul>   |
| Betamovie                            | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• VCR, cameras, recorders and tapes</li> </ul>   |
| BetaScan                             | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• videotape recorders</li> </ul>   |
| BetaScanII                           | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• videotape recorders with a picture search feature in playback mode that is capable to operating at different speeds</li> </ul>   |
| BetaSkipScan                         | TM     | SEL        | <ul style="list-style-type: none"> <li>• VCR</li> </ul>   |
| Bidirex                              | TM     | SEL        | <ul style="list-style-type: none"> <li>• videotape editing units</li> </ul>   |
| BiERA                                | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• software for sharing and editing digital content; hard disk drive</li> </ul>   |
| BitCorder                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• data recording apparatus for personal computer</li> </ul>  |
| BitStream                            | ®      | SEL        | <ul style="list-style-type: none"> <li>• stand alone encoder/conversion system</li> </ul>   |
| Blue ICS                             | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• broadcast production system; switches, switch control panels; DME units, software</li> </ul>   |
| Bluespace                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• utility function for PCs that provides wireless connection for communication devices</li> </ul>  |
| BoxEdit                              | ®      | SEL        | <ul style="list-style-type: none"> <li>• software with information on car stereo, speaker enclosure design</li> </ul>   |
| Brightview                           | TM     | SEL        | <ul style="list-style-type: none"> <li>• projection television screen</li> </ul>  |
| Brilliant Color and Sound            | TM     | SEL        | <ul style="list-style-type: none"> <li>• video cassettes</li> </ul>   |
| Cable Mouse                          | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• controller for a television decoder</li> </ul>   |
| Cappa                                | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• digital still camera, video cameras</li> </ul>   |
| Carbonmirror                         | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• videotape, backcoating</li> </ul>  |
| Carrier Gate                         | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• Wireless LAN access boxes and PC cards, for consumer use, enabling multi-user Internet access</li> </ul>   |
| Cassette-corder                      | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• portable tape recorders</li> </ul>   |
| Catseye                              | TM     | SEL        | <ul style="list-style-type: none"> <li>• digital camera system</li> </ul>   |
| CCD IRIS                             | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• hutter mode; video cameras</li> </ul>  |
| CCD Protection Plan                  | SM     | SEL        | <ul style="list-style-type: none"> <li>• warranty/service program for professional CCD cameras</li> </ul>   |
| CD Complete                          | ®      | SEL        | <ul style="list-style-type: none"> <li>• software package containing programs for creating and labeling CD-ROMs and audio CDs, formatting writeable CDs, file maintenance and for hard drive backup purposes</li> </ul> |
| CD Complete Pro                      | ®      | SEL        | <ul style="list-style-type: none"> <li>• same package as above, for professional/business market</li> </ul>   |
| CD Extra (logo)                      | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• pre-recorded CD-ROM discs featuring music and multi-media capabilities</li> </ul>  |

# Standards of Brand Identity

## Trademarks (continued)

| Mark                                  | Symbol | Owner      | Product/Service  |
|---------------------------------------|--------|------------|--|
| CD Extreme                            | TM     | SEL        | <ul style="list-style-type: none"> <li>computer software for production of CD-ROMS</li> </ul>  |
| CD TEXT (logo)                        | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>compact disc players and CDs</li> </ul>   |
| CD-IT                                 | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>unrecorded audio tape</li> </ul>  |
| CD-IT Pro                             | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>unrecorded audio tape</li> </ul>  |
| CD-ROM (key-shaped logo)              | TM     | SEL        | <ul style="list-style-type: none"> <li>technical bulletins and repair parts pricing information on professional broadcast products</li> </ul>  |
| Cell                                  | TM     | SEL        | <ul style="list-style-type: none"> <li>personal audio products</li> </ul>  |
| Century Media                         | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>WORM optical disk</li> </ul>  |
| Cerasin Chassis                       | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>pick-up mechanism for CD players</li> </ul>   |
| Change the Way You Hear the World     | TM     | SEL        | <ul style="list-style-type: none"> <li>digital personal stereos</li> </ul>   |
| Change The Way You Remember The World | TM     | SEL        | <ul style="list-style-type: none"> <li>digital camcorder, digital still image camera</li> </ul>  |
| Change the Way You See the World      | ®      | SEL        | <ul style="list-style-type: none"> <li>digital camcorder, digital still image camera</li> </ul>  |
| Channel Magic                         | TM     | SEL        | <ul style="list-style-type: none"> <li>TV channel on-screen display and selection</li> </ul>   |
| Childloc                              | ®      | SEL        | <ul style="list-style-type: none"> <li>feature of VCR; circuitry which freezes the control of the VCR</li> </ul>   |
| Choose Your Definition                | TM     | SEL        | <ul style="list-style-type: none"> <li>audio/video editing systems, comprised of audio/video disc players, audio/video tape players and recorders, audio/video servers hard disk drives, control panels, computer hardware and software</li> </ul> |
| Chromalloy                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>digital video editing system function name</li> </ul>   |
| CineAlta                              | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>digital video production system</li> </ul>  |
| Cinema 8                              | ®      | SEL        | <ul style="list-style-type: none"> <li>video club</li> </ul>   |
| CineMotion (word & logo)              | ®      | SEL        | <ul style="list-style-type: none"> <li>televisions and television function for improved images</li> </ul>  |
| Cinenet                               | TM     | SEL        | <ul style="list-style-type: none"> <li>software program for cardiologists</li> </ul>   |
| Cinezza (word & logo)                 | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>Home entertainment projector</li> </ul>   |
| Clear Scan                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video camera circuitry</li> </ul>   |
| Clear Scan 25                         | TM     | SEL        | <ul style="list-style-type: none"> <li>automatic channel selection for cordless telephones</li> </ul>  |
| Clear Voice (logo only)               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>micro cassette recorders; voice enhancement</li> </ul>  |
| ClearEdge VM                          | TM     | SEL        | <ul style="list-style-type: none"> <li>picture enhancement technology for televisions and projection televisions</li> </ul>  |
| Click To DVD                          | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>software</li> </ul>   |
| CLIÉ (word & logo)                    | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>Handheld; Paint (software); Remote Commander (software); Game Controller</li> </ul>   |
| CLIÉ Files                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>Application software</li> </ul>   |
| CLIÉ Launcher                         | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>Application software</li> </ul>   |
| CLIÉ Memo                             | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>Application software</li> </ul>   |
| Clip Motion                           | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>Electronic still camera</li> </ul>  |
| ClipEdit                              | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>computer software for editing of sounds and images for broadcast use</li> </ul>   |
| Cliplink                              | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>editing feature that records indexing on videotape</li> </ul>   |
| ClipMaster                            | TM     | SEL        | <ul style="list-style-type: none"> <li>software</li> </ul>   |
| ClipServer                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>computer software that enables editors and journalists to edit images</li> </ul>  |
| CM Micro Cassette Memory (logo)       | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video cameras; video cameras combined with video tape recorders and/or players; video tape recorders and/or players; and blank video tapes</li> </ul>   |
| Color Pure Filter                     | TM     | SEL        | <ul style="list-style-type: none"> <li>Trinitron® TV circuitry</li> </ul>  |
| Commercial Pass                       | ®      | SEL        | <ul style="list-style-type: none"> <li>video cassette recorder feature</li> </ul>  |
| Completing the Picture                | TM     | SEL        | <ul style="list-style-type: none"> <li>professional video production equipment</li> </ul>  |
| Conductor                             | TM     | SEL        | <ul style="list-style-type: none"> <li>software for multimedia language learning system</li> </ul>   |
| Confer – Corder                       | ®      | SEL        | <ul style="list-style-type: none"> <li>dictating machines</li> </ul>   |

# Standards of Brand Identity

## Trademarks (continued)

| Mark                               | Symbol | Owner      | Product/Service  |
|------------------------------------|--------|------------|--|
| Connect & Create                   | TM     | SEL        | <ul style="list-style-type: none"> <li>retail promotion and merchandising program for authorized dealers with information on rebate offer programs for consumers who purchase electronic products including computers, computer components, accessories and peripherals, handheld devices, cameras and camcorders</li> </ul> |
| Contact                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>videoconferencing system</li> </ul>   |
| Core                               | TM     | SEL        | <ul style="list-style-type: none"> <li>personal audio products</li> </ul>  |
| Corporate Audio                    | TM     | SEL        | <ul style="list-style-type: none"> <li>speaker built in a PC</li> </ul>  |
| CRVdisc                            | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>videodisc players, recorders, videodiscs, electric signal processors, remote control units; billboard information, archive, presentation and broadcast systems training</li> </ul>  |
| Custom File                        | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>memory function for compact disc player</li> </ul>  |
| Custom Index                       | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>compact disc player</li> </ul>  |
| Cyberframe                         | TM     | SEL        | <ul style="list-style-type: none"> <li>electronic picture frame; display</li> </ul>  |
| Cyber-shot                         | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>digital still camera</li> </ul>   |
| Cyber-shot Pro                     | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>professional digital still camera</li> </ul>  |
| D8                                 | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>data storage tapes</li> </ul>   |
| D8 (logo only)                     | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>video cameras; video tape recorders/players; blank video tapes</li> </ul>   |
| DASH (logo only)                   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>audio tape recorders and producers</li> </ul>   |
| Data Media (logo only)             | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>data media products</li> </ul>  |
| Datstation                         | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>editor for digital audio tapes used in broadcasting stations</li> </ul>   |
| DD230                              | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>magnetic optical disks</li> </ul>   |
| DDE                                | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>image processing technology</li> </ul>  |
| DDL                                | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>tape</li> </ul>   |
| DDS / Digital Data Storage (logo)  | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>computer peripheral for data storage</li> </ul>   |
| DDS2 / Digital Data Storage (logo) | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>computer peripheral for data storage</li> </ul>   |
| DDS3 / Digital Data Storage (logo) | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>computer peripheral for data storage</li> </ul>   |
| DDS4 / Digital Data Storage (logo) | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>computer peripheral for data storage</li> </ul>   |
| Defining the Digital Future        | ®      | SEL        | <ul style="list-style-type: none"> <li>digital consumer products</li> </ul>  |
| Delta T                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>videocassette recorders</li> </ul>  |
| Desktop Library                    | ®      | SEL        | <ul style="list-style-type: none"> <li>installation software, CD-ROM drive</li> </ul>  |
| DG5CL                              | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>cleaning tape cartridges for use in computers</li> </ul>  |
| Digital8                           | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>digital camcorders, blank video tapes</li> </ul>  |
| Digital Betacam (logo)             | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>video tape player/recorder, combination video camera and video tape recorder; accessories</li> </ul>  |
| Digital Cinema Sound               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>sound processing</li> </ul>   |
| Digital Dream Kids                 | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>all Sony products</li> </ul>  |
| Digital Dynamic Convergence        | TM     | SEL        | <ul style="list-style-type: none"> <li>convergence control for computer display screen; circuitry</li> </ul>   |
| Digital FlexRes                    | TM     | SEL        | <ul style="list-style-type: none"> <li>digital chip set design in a computer display monitor</li> </ul>  |
| Digital Gate                       | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>computer server</li> </ul>  |
| Digital Link                       | ®      | SEL        | <ul style="list-style-type: none"> <li>receivers used in digital signal transfer system</li> </ul>   |
| Digital Message Shuttle            | ®      | SEL        | <ul style="list-style-type: none"> <li>telephone answering machine feature; playback</li> </ul>  |
| Digital Monitor Series             | TM     | SEL        | <ul style="list-style-type: none"> <li>digital headphones</li> </ul>   |
| Digital Network Recorder           | TM     | SEL        | <ul style="list-style-type: none"> <li>hard disc recorder for recording from television, digital satellite systems, and world wide web based programming</li> </ul>  |
| Digital PCLink (logo)              | TM     | SEL        | <ul style="list-style-type: none"> <li>personal mini disc players/recorders that can connect to a personal computer for downloading of audio files</li> </ul>  |
| Digital Pixel Generator            | TM     | SEL        | <ul style="list-style-type: none"> <li>I/P conversion feature on plasma TV</li> </ul>  |
| Digital Reality Creation           | TM     | SEL        | <ul style="list-style-type: none"> <li>television circuitry</li> </ul>   |

# Standards of Brand Identity

## Trademarks (continued)

| Mark                                | Symbol              | Owner      | Product/Service   |
|-------------------------------------|---------------------|------------|---|
| Digital Relay                       | TM                  | SEL        | <ul style="list-style-type: none"> <li>portable CD-RW drive and CD player</li> </ul>  |
| Digital Signal Transfer             | TM                  | SEL        | <ul style="list-style-type: none"> <li>audio system</li> </ul>  |
| Digital Sketch                      | TM                  | SEL        | <ul style="list-style-type: none"> <li>video digital effect</li> </ul>  |
| Digital Sparkle                     | TM                  | Sony Corp. | <ul style="list-style-type: none"> <li>video digital effect machine</li> </ul>  |
| Digital Sync                        | TM                  | SEL        | <ul style="list-style-type: none"> <li>compact disc player circuitry</li> </ul>   |
| Digital. Powerful. Transportable.   | TM                  | SEL        | <ul style="list-style-type: none"> <li>slogan for Memory Stick® digital data storage devices</li> </ul>   |
| Direct Access                       | TM                  | SEL        | <ul style="list-style-type: none"> <li>track selection; programming</li> </ul>  |
| Direct Digital Link                 | TM                  | SEL        | <ul style="list-style-type: none"> <li>data transfer technology and video production equipment</li> </ul>   |
| Direct Digital Stream               | ®                   | Sony Corp. | <ul style="list-style-type: none"> <li>blank and prerecorded digital audio discs; digital audio disc players</li> </ul>   |
| Direct Stream Digital (word & logo) | ®                   | Sony Corp. | <ul style="list-style-type: none"> <li>audio discs, audio disc players, and audio signal transformation</li> </ul>  |
| Direct Tuning                       | TM                  | SEL        | <ul style="list-style-type: none"> <li>picture tuning feature of digital satellite system</li> </ul>  |
| Disc Explorer                       | TM                  | SEL        | <ul style="list-style-type: none"> <li>disc management system for DVD players/recorders</li> </ul>  |
| Disc Memo                           | TM                  | Sony Corp. | <ul style="list-style-type: none"> <li>compact disc player memory function</li> </ul>   |
| Discam                              | ®                   | Sony Corp. | <ul style="list-style-type: none"> <li>camcorders</li> </ul>  |
| DiscJockey                          | ®                   | SEL        | <ul style="list-style-type: none"> <li>compact disc changer</li> </ul>  |
| Discman                             | ®                   | SCA        | <ul style="list-style-type: none"> <li>portable compact disc players</li> </ul>   |
| Discman                             | ®                   | SEL        | <ul style="list-style-type: none"> <li>portable CD-ROM drives</li> </ul>  |
| Disk B-Roll                         | TM                  | Sony Corp. | <ul style="list-style-type: none"> <li>video editing system</li> </ul>  |
| Display Mouse                       | TM                  | SEL        | <ul style="list-style-type: none"> <li>joystick on display bezel</li> </ul>   |
| Disturb the Peace                   | TM                  | SEL        | <ul style="list-style-type: none"> <li>car stereo equipment</li> </ul>  |
| DJ Bank                             | TM                  | Sony Corp. | <ul style="list-style-type: none"> <li>hard disk drive/am/fm receiver</li> </ul>  |
| DME LINK                            | TM                  | SEL        | <ul style="list-style-type: none"> <li>memory system for video switcher</li> </ul>  |
| Donpisha                            | ®                   | Sony Corp. | <ul style="list-style-type: none"> <li>electronic shutter for video camera</li> </ul>   |
| Double Feature                      | TM                  | SEL        | <ul style="list-style-type: none"> <li>television with VCR</li> </ul>   |
| DRC                                 | TM                  | SEL        | <ul style="list-style-type: none"> <li>television circuitry</li> </ul>  |
| Dream Machine                       | ®                   | SEL        | <ul style="list-style-type: none"> <li>clock radios</li> </ul>  |
| Dream On                            | TM                  | SEL        | <ul style="list-style-type: none"> <li>marketing/advertising theme for all consumer electronic products</li> </ul>  |
| DreamLink                           | TM                  | SEL        | <ul style="list-style-type: none"> <li>consumer electronic products, audio recordings including downloadable audio recordings, video recordings including downloadable video recordings, video games including downloadable video games, computer hardware, computer peripherals, computer accessories and computer software, online entertainment, television entertainment and motion pictures</li> </ul> |
| DT                                  | ®                   | Sony Corp. | <ul style="list-style-type: none"> <li>8mm video recorders</li> </ul>   |
| DTF (logo)                          | ®                   | Sony Corp. | <ul style="list-style-type: none"> <li>_ " tape drive, computer back-up sub-system</li> </ul>   |
| Dual Adjust Head                    | TM                  | SEL        | <ul style="list-style-type: none"> <li>car stereo</li> </ul>  |
| Dual Discrete                       | TM                  | SEL        | <ul style="list-style-type: none"> <li>optical block and optical pickup assembly for DVD</li> </ul>   |
| Dual Room Link Control              | TM                  | SEL        | <ul style="list-style-type: none"> <li>remote control and receiver for audio systems</li> </ul>   |
| Duality                             | TM                  | Sony Corp. | <ul style="list-style-type: none"> <li>function name of digital video editing systems</li> </ul>  |
| DVCAM (word & logo)                 | Logo: ®<br>Word: TM | Sony Corp. | <ul style="list-style-type: none"> <li>digital video cameras, videotape players and Videotape</li> </ul>  |
| DVD Dream                           | TM                  | SEL        | <ul style="list-style-type: none"> <li>DVD/CD receiver sold with a speaker system</li> </ul>  |
| DVD Navigator                       | TM                  | SEL        | <ul style="list-style-type: none"> <li>remote control for DVD players</li> </ul>  |
| DVD Style                           | TM                  | SEL        | <ul style="list-style-type: none"> <li>DVD player</li> </ul>  |
| DVD Style <sup>3</sup>              | TM                  | SEL        | <ul style="list-style-type: none"> <li>DVD player</li> </ul>  |
| DVgate                              | TM                  | Sony Corp. | <ul style="list-style-type: none"> <li>application software</li> <li>video cameras</li> </ul>   |

## Standards of Brand Identity

### Trademarks (continued)

| Mark                                  | Symbol | Owner      | Product/Service  |
|---------------------------------------|--------|------------|--|
| DXC                                   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>video cameras</li> </ul>  |
| DynaBlack                             | TM     | SEL        | <ul style="list-style-type: none"> <li>video technology which provides transient improvement for televisions and projection televisions</li> </ul>   |
| DynaFit                               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video cameras for professional use that has a shoulder pad design</li> </ul>  |
| DynaLatitude                          | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>function of a digital video camera</li> </ul>   |
| Dynamic Color                         | TM     | SEL        | <ul style="list-style-type: none"> <li>television circuitry</li> </ul>   |
| Dynamic Focus                         | TM     | SEL        | <ul style="list-style-type: none"> <li>television circuitry</li> </ul>   |
| Dynamic Picture                       | TM     | SEL        | <ul style="list-style-type: none"> <li>television processor circuitry</li> </ul>   |
| Dynamic Receiver                      | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>headphones</li> </ul>   |
| Dynamic Tracking                      | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>electrically operated apparatus in VCR tracking head</li> </ul>   |
| Dynamicron                            | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>videotape cassette</li> </ul>   |
| DynaView                              | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>function of surveillance camera</li> </ul>  |
| EasySearch                            | ®      | SEL        | <ul style="list-style-type: none"> <li>video cassette recorders</li> </ul>   |
| Eco Info (logo)                       | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>environmentally conscious, energy efficient and recyclable products such as TVs, VCRs, radios, speakers, headphones, microphones, amplifiers, tuners, receivers, remote controls, PCs, cameras, telephones, etc.</li> </ul> |
| e-conference (logo only)              | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>conference/presentation system; projector, monitor, video printer, video stand, PC scanner, server, and software</li> </ul>   |
| ED Beta                               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video product</li> </ul>  |
| Edit Monitor                          | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>VCR editing feature</li> </ul>  |
| Edit Search                           | TM     | SEL        | <ul style="list-style-type: none"> <li>camcorder feature; 8mm VTR</li> </ul>   |
| EditStation                           | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>video editing system comprised of videotape players/recorders, computer hardware and software</li> </ul>  |
| E-File                                | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>video accessories (generator and switchers)</li> </ul>  |
| Elliptical Correction System          | TM     | SEL        | <ul style="list-style-type: none"> <li>CRT electron gun technology</li> </ul>  |
| eMarker                               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>recorder/player</li> </ul>  |
| Enhanced Elliptical Correction System | TM     | SEL        | <ul style="list-style-type: none"> <li>CRT electron gun technology</li> </ul>  |
| Ergo-Angle                            | TM     | SEL        | <ul style="list-style-type: none"> <li>multimedia LCD screen</li> </ul>  |
| ESP                                   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>an anti-skip feature for compact disc players which stands for Electronic Shock Protection)</li> </ul>  |
| ESP MAX                               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>same as ESP</li> </ul>  |
| Evaticle                              | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>metal particle coating; video tape</li> </ul>   |
| eVILLA                                | TM     | SEL        | <ul style="list-style-type: none"> <li>Internet access device with browser application and the ability to access email and download information onto digital recording media</li> </ul>  |
| Express Commander                     | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>remote control for TV receivers</li> </ul>  |
| Express Navigator                     | TM     | SEL        | <ul style="list-style-type: none"> <li>on-screen menu and television remote control system</li> </ul>  |
| Express Support                       | SM     | SEL        | <ul style="list-style-type: none"> <li>service plan for Sony satellite TV systems</li> </ul>   |
| Express Tuning                        | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>television receivers</li> </ul>   |
| Extralloy                             | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>metal particles of audio cassette tape; unrecorded audio cassette tapes</li> </ul>  |
| Extreme Editing                       | TM     | SEL        | <ul style="list-style-type: none"> <li>tag line for video editing systems</li> </ul>   |
| Exview HAD CCD                        | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>charge-coupled devices for video cameras and for electronic still cameras</li> </ul>  |
| Exwave HAD                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video cameras for security use</li> </ul>   |
| EZ AUDIO                              | TM     | SEL        | <ul style="list-style-type: none"> <li>software that will enable a user to download analog audio content (LPs, cassettes, personal audio, etc.) to a PC, digitize the content, and then burn it to CD-R discs</li> </ul>   |

# Standards of Brand Identity

## Trademarks (continued)

| Mark                        | Symbol | Owner      | Product/Service  |
|-----------------------------|--------|------------|--|
| EZ Editor                   | ®      | SEL        | <ul style="list-style-type: none"> <li>home video editing kit</li> </ul>   |
| Ezfit                       | TM     | SEL        | <ul style="list-style-type: none"> <li>flexible telephone ear piece</li> </ul>   |
| ezFIX                       | SM     | SEL        | <ul style="list-style-type: none"> <li>photo enhancement service (ImageStation)</li> </ul>   |
| EZ-Flip                     | TM     | SEL        | <ul style="list-style-type: none"> <li>remote control for television</li> </ul>  |
| EZ Memories                 | TM     | SEL        | <ul style="list-style-type: none"> <li>photo editing kit</li> </ul>  |
| Farad                       | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>video disc recorders</li> </ul>   |
| FD Trinitron/WEGA logo      | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>televisions</li> </ul>  |
| FELICA (logo)               | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>contactless card system, for use as railway tickets, credit and identification cards.</li> </ul>  |
| Film Station                | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>thermal printers for reproductions of medical images; and unexposed thermal printing films, all for use in medical institutions.</li> </ul>   |
| Flash Focus                 | TM     | SEL        | <ul style="list-style-type: none"> <li>automatic convergence of cathode ray tubes; button</li> </ul>   |
| Flat Out Better             | TM     | SEL        | <ul style="list-style-type: none"> <li>slogan for televisions and computer monitors</li> </ul>   |
| Flexicart                   | ®      | SEL        | <ul style="list-style-type: none"> <li>multi cassette (videotape) changer; playback system; tape libraries</li> </ul>  |
| Flexsys                     | ®      | SEL        | <ul style="list-style-type: none"> <li>disk-based video playback system for broadcast and cable television markets</li> </ul>  |
| Fontopia                    | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>headphones, earphones, jacks and cases</li> </ul>   |
| For mature audiences only.  | TM     | SEL        | <ul style="list-style-type: none"> <li>slogan for car stereo</li> </ul>  |
| For The Kids                | SM     | SEL        | <ul style="list-style-type: none"> <li>program which donates products to hospitals</li> </ul>  |
| Forget-to-Set               | TM     | SEL        | <ul style="list-style-type: none"> <li>telephones</li> </ul>   |
| Full Color Sound            | ®      | SEL        | <ul style="list-style-type: none"> <li>tape</li> </ul>   |
| Game Sync                   | TM     | SEL        | <ul style="list-style-type: none"> <li>plug in port of a bookshelf stereo system for computer game consoles</li> </ul>   |
| Game Xpand                  | TM     | SEL        | <ul style="list-style-type: none"> <li>speaker system</li> </ul>   |
| G-Brace (word & logo)       | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>apparatus for recording, transmission and reproduction of sound or images; radios; audio players/recorders; speakers; amplifiers; tuners; video players/recorders; video cameras; television receivers; headphones</li> </ul> |
| G-Chassis                   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>base for amplifiers, Construction</li> </ul>  |
| Get A Grip                  | TM     | SEL        | <ul style="list-style-type: none"> <li>autosound slogan for joystick style remote controls</li> </ul>  |
| Get It Backwards            | TM     | SEL        | <ul style="list-style-type: none"> <li>headphones</li> </ul>   |
| Giga Pocket                 | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>computer software which enables a user to play, record, edit and manage collections of sound, image and data signals on a personal computer</li> </ul>  |
| Giga Vault                  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>detachable/portable hard disk drive</li> </ul>  |
| GIGAMO                      | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>magneto optical discs and discs</li> </ul>  |
| Glasstron                   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>audio/video headset; personal LCD monitor</li> </ul>  |
| Gold Plug                   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>headphones and earphones</li> </ul>   |
| GoldPlus                    | ®      | SEL        | <ul style="list-style-type: none"> <li>repair service for professional audio and video equipment</li> </ul>  |
| G-Protection                | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>portable CD players</li> </ul>  |
| Grand Wega                  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>60" LCD rear projection television</li> </ul>   |
| Graphic Picture Enhancement | TM     | SEL        | <ul style="list-style-type: none"> <li>computer display feature for different viewing applications; mode</li> </ul>  |
| Great Products Great People | TM     | SEL        | <ul style="list-style-type: none"> <li>direct sales marketing slogan for personal computers, monitors, printers, peripherals, and other products</li> </ul>  |
| G-Station                   | TM     | SEL        | <ul style="list-style-type: none"> <li>mini bookshelf stereo system</li> </ul>   |
| GVIF                        | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>personal computers, monitors, expansion boards, cables (Gigabit Video Interface technology)</li> </ul>  |

# Standards of Brand Identity

## Trademarks (continued)

| Mark  | Symbol | Owner      | Product/Service  |
|---|--------|------------|--|
| H.EAR   | TM     | Sony Corp. | • headphones   |
| Handycam  | ®      | Sony Corp. | • 8mm camera recorder  |
| Handycam Pro  | TM     | Sony Corp. | • 8mm camcorder  |
| Handycam Vision                                     | ®      | Sony Corp. | • camcorders and accessories   |
| HD (logo)   | ®      | Sony Corp. | • unrecorded and prerecorded micro floppy disk   |
| HDCAM (word & logo)                                 | ®      | Sony Corp. | • video equipment, namely, video tape recorders/players, video cassettes and video camera recorders  |
| HD Detailer   | TM     | SEL        | • wideband video amplifier   |
| HDTV (logo)   | TM     | SEL        | • high definition television   |
| HDVS  | ®      | Sony Corp. | • VTR cameras, monitors, projectors  |
| HF High Fidelity                                    | TM     | SEL        | • audio cassettes  |
| Hi8   | TM     | Sony Corp. | • high band 8 mm videocassette recorder; tape  |
| Hi8 Editor  | TM     | SEL        | • professional videotape cassettes   |
| Hi-Band   | TM     | Sony Corp. | • VTR  |
| HiDensity   | TM     | SELSEL     | • electron gun technology  |
| Hi-eye Q  | TM     | SEL        | • quality imaging system for medical applications  |
| High Density Linear Converter                       | TM     | Sony Corp. | • digital to analog conversion process for CD players  |
| Hi-Packing  | TM     | SEL        | • videotape technology   |
| Hi-Scan   | ®      | SEL        | • projection televisions chassis   |
| Hi-Scan 1080i                                       | TM     | Sony Corp. | • projection televisions display capabilities  |
| Hologram AF   | TM     |            | • function name for video cameras and electronic still cameras, which improves the precision of the auto focus function through the use of laser beams                             |
| Home Entertainment Universe                         | TM     | SEL        | • consumer electronic products   |
| Hyper HAD   | ®      | SEL        | • sensor in video cameras  |
| Hyper Metal   | TM     | Sony Corp. | • tape read head mechanism; laminate head  |
| HZDM  | ?      | Sony Corp. | • digital video multi-effect generators and operating software   |
| iLINK ("LINK" is always upper case, "i" lower case) | ®      | Sony Corp. | • interface, connector, port   |
| ICY-shot  | TM     | Sony Corp. | • digital still camera for use with microscopes for biological, industrial and scientific purposes   |
| ID Telephone  | ®      | Sony Corp. | • telephones   |
| IDO   | TM     | SEL        | • Integrated Duplication Operations software which controls the operation of video tape duplication machines; personal computers, interface cards, monitors, and connecting cables |
| IE / Ion Energy (stylized)                          | ®      | Sony Corp. | • batteries.   |
| Image Is Everything                                 | TM     | SEL        | • professional video cameras   |
| ImageStation  | SM     | SEL        | • web site related to photographic services  |
| Imagine That  | TM     | SEL        | • distance learning systems  |
| Indextron   | ®      | Sony Corp. | • CRT for color video projectors and color TV  |
| InfoLithium   | ®      | Sony Corp. | • battery; rechargeable battery packs  |
| Infostick   | TM     | Sony Corp. | • integrated circuits; personal computers, PDAs, video cameras, still cameras, audio and/or video players/recorders and telephones   |
| Innovation At Work                                  | TM     | SEL        | • LCD projectors, CRT projectors, monitors, video wall displays  |
| Inside Track  | ®      | SEL        | • newsletter for credit card service   |
| Inside E-Track                                      | ®      | SEL        | • online newsletter for credit card service  |
| Integrated System Commander                         | TM     | SEL        | • remote control for TV  |
| Intelligent Dialer                                  | TM     | SEL        | • automatic dialer/calculator/data base  |
| Intellilight  | TM     | Sony Corp. | • computer display monitors & application software   |
| IS (ImageStation logo)                              | ®      | SEL        | • web site for digital imaging and photographic services   |

# Standards of Brand Identity

## Trademarks (continued)

| Mark  | Symbol | Owner      | Product/Service  |
|---|--------|------------|--|
| Isara   | ®      | SEL        | <ul style="list-style-type: none"> <li>master control switcher</li> </ul>  |
| It's all about U                                | TM     | SEL        | <ul style="list-style-type: none"> <li>digital still cameras and accessories</li> </ul>  |
| Izziton   | ®      | SEL        | <ul style="list-style-type: none"> <li>status light on a VCR for use in medical field</li> </ul>   |
| Jfutura   | TM     | SEL        | <ul style="list-style-type: none"> <li>web-based user interface toolkit</li> </ul>   |
| JJTRON  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>large screen display</li> </ul>   |
| Jog Dial  | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>control switch for wireless telephone, navigator when used in regard to pagers-operation</li> <li>utility/control used within VAIO computers and CLIE handhelds</li> </ul>  |
| JogDial   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>telephones, computers, audio/video disc players, VCRs, radios</li> </ul>  |
| Jog Dial (logo)                                 | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>large screen TV and video display</li> </ul>  |
| JumboTron                                       | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>tape streamer</li> </ul>  |
| LANBACKER                                       | TM     | SEL        | <ul style="list-style-type: none"> <li>interconnector between two pieces of audio/video equipment</li> </ul>   |
| LANC (logo only)                                | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>wireless connection feature of camcorder</li> </ul>   |
| LaserLink                                       | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>training, maintenance and repair seminars for professional audio and video equipment users</li> </ul>   |
| Learn From the Leaders                          | ®      | SEL        | <ul style="list-style-type: none"> <li>audio amplifiers and receivers consisting of amplifiers and tuners</li> </ul>   |
| Legato Linear                                   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>TV feature; color adjustment system</li> </ul>  |
| LightSensor                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>CD boombox, boombox, clock radio, CD clock radio, portable radio, kitchen radio, CD Walkman, tape Walkman, tape recorder, MD Walkman, Network Walkman, telephones, mini stereo systems desktop hi-fi stereo systems</li> </ul>  |
| Liv (word & logo)                               | TM     | SEL        | <ul style="list-style-type: none"> <li>audio (voice) compression technology</li> <li>automatic picture control for TVs</li> <li>data storage media</li> <li>cable adapter</li> <li>software for a language learning system</li> <li>car stereo systems</li> <li>copyright protection technology</li> <li>technology that protects the copyright of sound and image data</li> </ul> |
| LPEC  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>technology that protects the copyright of sound and image data</li> </ul>   |
| Lumisponder                                     | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>service available on the Internet for storage of personal digital content</li> </ul>  |
| Macro Storage Through Patented Micro Technology | TM     | SEL        | <ul style="list-style-type: none"> <li>waterproof cases for video camera/VTR</li> </ul>  |
| MacView   | ®      | SEL        | <ul style="list-style-type: none"> <li>liquid crystal display projectors and videoconferencing systems</li> </ul>  |
| Maestro   | TM     | SEL        | <ul style="list-style-type: none"> <li>waterproof cases for video camera/VTR</li> </ul>  |
| Magic Box (word and logo)                       | TM     | SEL        | <ul style="list-style-type: none"> <li>hi-fi sound systems as a component of color TV</li> </ul>   |
| MagicGate                                       | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>television consoles</li> </ul>  |
| MagicGate Type R                                | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>magnetic still cameras, video cassettes and magnetic discs</li> </ul>   |
| MG-R  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>photo printer</li> </ul>  |
| Make the Internet Yours                         | TM     | SEL        | <ul style="list-style-type: none"> <li>data storage units using floppy discs to store image signals and data</li> </ul>  |
| Marine Pack                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>magnetic card for recording audio visual signal</li> </ul>  |
| Making Business Pleasure                        | TM     | SEL        | <ul style="list-style-type: none"> <li>printer for camera with magnetic recording disk</li> </ul>  |
| Marine Pack                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>video still camera, video disc duplicators, viewers, printers</li> </ul>  |
| Matrix Sound                                    | TM     | Sony Corp. |  |
| Matrix Surround                                 | TM     | SEL        |  |
| Mavica  | ®      | Sony Corp. |  |
| Mavica  | TM     | Sony Corp. |  |
| Mavicap   | ®      | Sony Corp. |  |
| Mavicard  | ®      | Sony Corp. |  |
| Mavigraph                                       | ®      | Sony Corp. |  |
| Mavipak   | ®      | Sony Corp. |  |

# Standards of Brand Identity

## Trademarks (continued)

| Mark                                  | Symbol | Owner      | Product/Service  |
|---------------------------------------|--------|------------|--|
| MAX TV                                | TM     | SEL        | <ul style="list-style-type: none"> <li>home theater systems slogan</li> </ul>  |
| Max-8                                 | TM     | SEL        | <ul style="list-style-type: none"> <li>c-mount video camera recorders</li> <li>home theater systems</li> </ul>   |
| Maximum Television                    | TM     | SEL        | <ul style="list-style-type: none"> <li>home theater systems</li> </ul>   |
| Maximum TV                            | TM     | SEL        | <ul style="list-style-type: none"> <li>connecting interface for tape players/recorders, disc players/recorders, radios</li> </ul>  |
| MD Link (Logo)                        | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>connecting and remote control interface for tape players/recorders, disc players/recorders, and radios</li> </ul>   |
| MD Link Plus                          | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>magneto-optical discs; audio/ video disc drives, players/recorders</li> </ul>   |
| MD View                               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>portable mini disc player</li> </ul>  |
| MD Walkman (logo only)                | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>audio disc players and/or recorders, video disc players and/or recorders, video cameras, digital cameras, digital still cameras, computers, blank optical/magneto-optical discs, and prerecorded optical/magneto-optical discs featuring music, text data, still images and motion picture</li> </ul>   |
| MDLP (word)                           | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>application software (DVD player software)</li> </ul>   |
| Media Bar                             | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>application software for control of a component audio system</li> </ul>   |
| Media Communicator                    | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>videotape set with technical information about videotape</li> </ul>   |
| Media Forum                           | TM     | SEL        | <ul style="list-style-type: none"> <li>image processing software</li> </ul>  |
| Media Mover                           | ®      | SEL        | <ul style="list-style-type: none"> <li>application software</li> </ul>   |
| Media Park                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>on-screen program guide</li> </ul>  |
| Media Window                          | TM     | SEL        | <ul style="list-style-type: none"> <li>electronic medical monitoring equipment</li> </ul>  |
| Medical Electronics "CADUCEUS" Design | TM     | SEL        | <ul style="list-style-type: none"> <li>AM/FM radio cassettes player/recorder</li> </ul>  |
| Mega Bass                             | ®      | SEL        | <ul style="list-style-type: none"> <li>radio/cassette players and recorders</li> </ul>   |
| Mega Bass Port                        | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>personal TV, AM/FM radio</li> </ul>   |
| Mega Watchman                         | ®      | SEL        | <ul style="list-style-type: none"> <li>audio CD changers and players</li> </ul>  |
| MegaStorage                           | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>telephone feature which allows assignment of a distinctive ring for up to twenty numbers</li> </ul>   |
| Memory Match Ringing                  | TM     | SEL        | <ul style="list-style-type: none"> <li>IC recording media; digital data storage; digital storage media; memory cards</li> </ul>  |
| Memory Stick (word & logo)            | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>electronic apparatus for recording, transmission and reproduction of sound, images and computer data. (PDAs; audio players/recorders; digital audio servers; audio reverberators; headphones; speakers; radio; video cameras; video recorders/players; video servers; video projectors; image converters; still cameras; electric photo frames; printers; televisions; computers; computer peripherals and software, telephones; car navigation systems; robots for entertainment and educational use.</li> </ul> |
| Memory Stick                          | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>storage media and audio, visual or computer data, namely, packaged semiconductors and adapters therefor; integrated circuit chips; personal computers; personal digital assistants; audio cassette recorders; video cassette recorders; video cameras combined with video cassette recorders; electric still cameras; video game machines for use with televisions; and cellular telephones</li> </ul>  |
| Memory Stick Duo                      | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>application program, software</li> </ul>  |
| Memory Stick Export                   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>application program, software</li> </ul>  |
| Memory Stick Import                   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>remote control</li> </ul>   |
| Menu Disc                             | TM     | SEL        | <ul style="list-style-type: none"> <li>feature of DVD remote control unit</li> </ul>   |
| MenuNav                               | TM     | SEL        |  |

# Standards of Brand Identity

## Trademarks (continued)

| Mark                                | Symbol | Owner       | Product/Service   |
|-------------------------------------|--------|-------------|---|
| Metal Master                        | ®      | Sony Corp.  | • audiocassette tapes   |
| Metal Select                        | ®      | Sony Corp.  | • audiocassette tapes   |
| Metreon                             | SM     | Sony Retail | • entertainment center; amusement arcade; entertainment services  |
| MGMemoryStick (logo)                | TM     | Sony Corp.  | • storage media for audio/video computer data; IC chips; computers; printers; video cameras, audio tape/disc players recorders, videotape/disc players/recorders, earphones, radios, microphones, speakers headphones, telephones, still image cameras, televisions   |
| Microblack                          | ®      | Sony Corp.  | • television picture tubes  |
| Microfocus                          | TM     | SEL         | • cathode ray tube and lens system  |
| MICROMV                             | TM     | Sony Corp.  | • video cameras, video cameras combined with video tape recorders and/or players and blank video tapes  |
| Micro Vault                         | TM     | Sony Corp.  | • USB IC memory devices for consumer use which can record or reproduce sounds, images, and computer data.   |
| MID                                 | TM     | SEL         | • television circuitry  |
| MiniDisc (logo only)                | TM     | Sony Corp.  | • mini disc products  |
| Mirrorblack                         | TM     | Sony Corp.  | • TV screen   |
| MobilePort                          | TM     | SEL         | • technology that allows connection of one monitor to two computers at the same time  |
| Moisture Guard                      | TM     | Sony Corp.  | • headphone feature   |
| Motion Eye                          | ®      | Sony Corp.  | • video cameras, still cameras and personal computers   |
| Movie Time                          | TM     | SEL         | • videocassette recorder/player   |
| MovieShaker                         | TM     | Sony Corp.  | • software for editing images   |
| MPEG IMX                            | TM     | Sony Corp.  | • video cameras, VCRs, video tapes and discs, PCs, peripherals, software  |
| MPEG2 R-Engine                      | TM     | Sony Corp.  | • computer and software   |
| MS Walkman                          | ®      | Sony Corp.  | • audio player/recorder   |
| Multi-Channel Access                | TM     | SEL         | • cordless telephones (do not use MCA as an abbreviations)  |
| Multiscan                           | ®      | SEL         | • computer CRT monitors which scan, read and display information from a range of frequencies.   |
| Music Clip                          | TM     | Sony Corp.  | • portable music players; Personal network player   |
| Music Pops                          | ®      | Sony Corp.  | • audio compact cassette tapes  |
| Musicclub (logo)                    | SM     | SEL         | • website that provides music information, access to music services, and product support for music devices  |
| Musicruise                          | TM     | Sony Corp.  | • music function of a PDA   |
| My Entertainment, My Place, My Time | TM     | SEL         | • web site providing information on personal audio products, tape players, CD and DVD players, radios, digital memory media recorders/players; providing information on the music industry and news such as new artist information, latest music releases, sale of subscriptions for access to downloadable music files, chat rooms, message boards, games and videos |
| My First Sony                       | ®      | Sony Corp.  | • personal stereos, walkie talkies, etc., for children  |
| My Life Online                      | SM     | SEL         | • wireless Internet connection and browser service and email communication available through personal digital assistants and laptop computers   |
| Mylo                                | SM     | SEL         | • wireless Internet connection and browser service and email communication available through personal digital assistants and laptop computers   |

# Standards of Brand Identity

## Trademarks (continued)

| Mark  | Symbol | Owner      | Product/Service  |
|---|--------|------------|--|
| Mylo (logo)   | SM     | SEL        | <ul style="list-style-type: none"> <li>• wireless Internet connection and browser service and email communication available through PDAs</li> <li>• remote control unit</li> </ul>   |
| NAVITUS (word & logo)   | TM     | Sony Corp. |  |
| Net MD (word & logo)  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• optical discs players/recorders and computer application software</li> </ul>  |
| Network Walkman   | TM     | SEL        | <ul style="list-style-type: none"> <li>• personal digital music player</li> </ul>  |
| NEWS  | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• micro computer, workstations, software, mouse, printers</li> </ul>  |
| Newbase   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• news program production system for broadcasting stations; software</li> </ul>   |
| NewsCache   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• audio-video server systems</li> </ul>   |
| NICE  | ®      | SEL        | <ul style="list-style-type: none"> <li>• tape streamer product line</li> </ul>   |
| NightShot   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• camcorders; infrared system</li> </ul>  |
| No One Can Duplicate Us   | TM     | SEL        | <ul style="list-style-type: none"> <li>• voice duplication system</li> </ul>   |
| Nothing Escapes Us  | TM     | SEL        | <ul style="list-style-type: none"> <li>• Security Systems tag line</li> </ul>  |
| OctaStation 2.4   | TM     | SEL        | <ul style="list-style-type: none"> <li>• telephones</li> </ul>   |
| One Box, One System, One Simple Set-Up, One Unbelievable Experience | TM     | SEL        | <ul style="list-style-type: none"> <li>• DVD/CD receiver with a six speaker system</li> </ul>  |
| On Time Support   | TM     | SEL        | <ul style="list-style-type: none"> <li>• repair and warranty service; exchange/loaner program for purchasers of professional LCD projectors.</li> </ul>  |
| OpenMG  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• anti-copying function/technology; jukebox; software</li> </ul>  |
| OpenMG X  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• digital rights management system</li> </ul>   |
| OPENR   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• home entertainment robot architecture</li> </ul>  |
| Optical Express   | TM     | SEL        | <ul style="list-style-type: none"> <li>• 3.5-inch magneto optical drives</li> </ul>  |
| Opus  | TM     | SEL        | <ul style="list-style-type: none"> <li>• language learning system</li> </ul>   |
| Our Media Is Your Memory  | ®      | SEL        | <ul style="list-style-type: none"> <li>• profession, consumer and data media recording products</li> </ul>   |
| PanFocus  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• electron gun</li> </ul>   |
| PC CAM  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• computer video camera</li> </ul>  |
| PCBacker  | TM     | SEL        | <ul style="list-style-type: none"> <li>• tape drive</li> </ul>   |
| Pen Tablet Logo   | TM     | SEL        | <ul style="list-style-type: none"> <li>• tablet computer with LCD</li> </ul>   |
| Personal  | TM     | SEL        | <ul style="list-style-type: none"> <li>• LCD projector</li> </ul>  |
| Personal Technology Experience                                      | SM     | SEL        | <ul style="list-style-type: none"> <li>• global computer network site</li> </ul>   |
| PetaApp   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• data processing equipment; computers; computer software for backing up mass storage systems; computer software for operating computer tape library systems; data recorders; blank cassette tapes for storing computer data; cassette tape drives for computers</li> </ul> |
| PetaBack  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• computer application software for backing up mass data storage systems</li> </ul>   |
| PetaServe   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• computer software for operating a computer tape library system</li> </ul>   |
| PetaSite  | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• computer system, namely, a data recorders, data processor and data transfer apparatus</li> </ul>  |
| Photoegg  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• printers</li> </ul>   |
| PicoPlayer  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• computer application software</li> </ul>  |
| Picture Paradise  | TM     | Sony Corp. |  |
| PictureBook   | ®      | SEL        | <ul style="list-style-type: none"> <li>• notebook computer with built-in video camera</li> </ul>   |
| PictureGear   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• software for digital still image cameras</li> </ul>   |
| PictureGear Studio  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• software for digital still image cameras</li> </ul>   |
| PicturePark   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• CD-R/RW recorders/players</li> </ul>  |
| PictureStation  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• digital photofinishing systems (hardware)</li> </ul>  |

# Standards of Brand Identity

## Trademarks (continued)

| Mark   | Symbol       | Owner                       | Product/Service   |
|--|--------------|-----------------------------|---|
| PictureToy                                     | TM           | Sony Corp.                  | <ul style="list-style-type: none"> <li>software</li> </ul>  |
| PJ CALC!                                       | ®            | Sony Corp.                  | <ul style="list-style-type: none"> <li>projection systems, software and discs for projection systems</li> </ul>   |
| PJNet!   | TM           | SEL                         | <ul style="list-style-type: none"> <li>software</li> </ul>  |
| PJ Projects!                                   | TM           | SEL                         | <ul style="list-style-type: none"> <li>software</li> </ul>  |
| PlasmaPro                                      | TM           | SEL                         | <ul style="list-style-type: none"> <li>computer and display monitors</li> </ul>   |
| Plasmatron                                     | ®            | Sony Corp.                  | <ul style="list-style-type: none"> <li>flat panel TV displays</li> </ul>  |
| Plasma WEGA                                    | TM           | Sony Corp.                  | <ul style="list-style-type: none"> <li>flat panel television</li> </ul>   |
| Platinum Plus                                  | ®            | SEL                         | <ul style="list-style-type: none"> <li>service program for professional broadcast, audio and video equipment</li> </ul>   |
| Playlist Builder                               | TM           | Sony Corp.                  | <ul style="list-style-type: none"> <li>user interface application software</li> </ul>   |
| PlayStation                                    | ®            | Sony Computer Entertainment | <ul style="list-style-type: none"> <li>computer game; video game system</li> </ul>  |
| Plug and Present                               | TM           | SEL                         | <ul style="list-style-type: none"> <li>presentation display monitors</li> </ul>   |
| Polygoneater                                   | ®            | Sony Corp.                  | <ul style="list-style-type: none"> <li>computer graphics software</li> </ul>  |
| Power Burn                                     | TM           | Sony Corp.                  | <ul style="list-style-type: none"> <li>CR-R/RW drives, DVD-R-RW/+RW drives</li> </ul>   |
| Power Cinema                                   | TM           | SEL                         | <ul style="list-style-type: none"> <li>VCRs</li> </ul>  |
| Power HAD                                      | TM           | Sony Corp.                  | <ul style="list-style-type: none"> <li>video cameras for professional use</li> </ul>  |
| Power HAD WS                                   | TM           | Sony Corp.                  | <ul style="list-style-type: none"> <li>CCD chip for video cameras</li> </ul>  |
| Powerful for Work, Portable for Play           | ®            | SEL                         | <ul style="list-style-type: none"> <li>CD drives</li> </ul>   |
| Precision Drive                                | TM           | SEL                         | <ul style="list-style-type: none"> <li>DVD drive system</li> </ul>  |
| Premiere                                       | SM           | SEL                         | <ul style="list-style-type: none"> <li>service program for high-end video product servicers</li> </ul>  |
| PremierePro                                    | TM           | SEL                         | <ul style="list-style-type: none"> <li>computer displays</li> </ul>   |
| Pressman                                       | ®            | Sony Corp.                  | <ul style="list-style-type: none"> <li>audio cassette recorder</li> </ul>   |
| Precision Cinema Progressive                   | TM           | SEL                         | <ul style="list-style-type: none"> <li>progressive scan feature in digital video disc players</li> </ul>  |
| Prestige                                       | TM           | SEL                         | <ul style="list-style-type: none"> <li>videoconferencing system</li> </ul>  |
| Print By Sony (logo only)                      | TM           | Sony Corp.                  | <ul style="list-style-type: none"> <li>papers, photographs, inking ribbons; computer printers and digital photographic printers</li> </ul>                          |
| PRO 8  | TM           | SEL                         | <ul style="list-style-type: none"> <li>video camera/recorder</li> </ul>   |
| Pro DAT Plus                                   | TM           | SEL                         | <ul style="list-style-type: none"> <li>audio cassette</li> </ul>  |
| Profeel  | ®            | SEL                         | <ul style="list-style-type: none"> <li>component TV</li> </ul>  |
| Program Palette                                | TM           | SEL                         | <ul style="list-style-type: none"> <li>A/V presets for televisions</li> </ul>   |
| Projector Station                              | TM           | SEL                         | <ul style="list-style-type: none"> <li>software that will control a network of LCD projectors</li> </ul>  |
| Pro-Optic                                      | TM           | SEL                         | <ul style="list-style-type: none"> <li>rear projection TV system and components</li> </ul>  |
| ProSound                                       | ®            | SEL                         | <ul style="list-style-type: none"> <li>noise reduction circuitry for cordless telephones</li> </ul>   |
| Proven Storage in a Small Format               | TM           | SEL                         | <ul style="list-style-type: none"> <li>data tape cartridges</li> </ul>  |
| PSYC (word & logo)                             | ® (for both) | SEL                         | <ul style="list-style-type: none"> <li>personal audio products including tape players/recorders, disc players and radios</li> </ul>                                 |
| PUPPY  | ®            | Sony Corp.                  | <ul style="list-style-type: none"> <li>electronic fingerprint verifying unit which can identify the user</li> </ul>   |
| Pyxis  |              | Sony Corp.                  | <ul style="list-style-type: none"> <li>global positioning system</li> </ul>   |
| Qbric  | TM           | Sony Corp.                  | <ul style="list-style-type: none"> <li>audio components, micro component system</li> </ul>  |
| QIC (logo)                                     | TM           | Sony Corp.                  | <ul style="list-style-type: none"> <li>data cartridges</li> </ul>   |
| QS 2.4 (logo)                                  | TM           | SEL                         | <ul style="list-style-type: none"> <li>telephones</li> </ul>  |
| QSDI   | TM           | Sony Corp.                  | <ul style="list-style-type: none"> <li>professional video editing equipment</li> </ul>  |
| Quadrastation 2.4                              | TM           | SEL                         | <ul style="list-style-type: none"> <li>telephones</li> </ul>  |
| Quartet  | ®            | Sony Corp.                  | <ul style="list-style-type: none"> <li>videoconferencing system</li> </ul>  |
| Quick Flip                                     | TM           | SEL                         | <ul style="list-style-type: none"> <li>CD dubbing application</li> </ul>  |
| Quick Start                                    | TM           | SEL                         | <ul style="list-style-type: none"> <li>laser disc start-up system</li> </ul>  |
| Quickset                                       | TM           | SEL                         | <ul style="list-style-type: none"> <li>programming timer dial on a VCR</li> </ul>   |
| R <sup>2</sup> Reality Regenerator (logo only) | ®            |                             | <ul style="list-style-type: none"> <li>video cassette recorder feature which will restore an image from an old or worn videotape to its original quality</li> </ul> |

# Standards of Brand Identity

## Trademarks (continued)

| Mark                        | Symbol | Owner         | Product/Service  |
|-----------------------------|--------|---------------|--|
| Rapid Access                | TM     | SEL           | <ul style="list-style-type: none"> <li>• tape transport system for VHS VCR</li> </ul>  |
| ReadyCharge                 | TM     | SEL           | <ul style="list-style-type: none"> <li>• battery recharger for camcorder battery</li> </ul>  |
| Ready-Focus                 | ®      | SEL           | <ul style="list-style-type: none"> <li>• 3 zone fixed focus video camera lens</li> </ul>   |
| Reality Regenerator         | TM     | SEL           | <ul style="list-style-type: none"> <li>• video cassette recorder feature which will restore an image from an old or worn videotape to its original quality</li> </ul>  |
| Real-Time Storage Workhorse | TM     | SEL           | <ul style="list-style-type: none"> <li>• magneto-optical disks</li> </ul>  |
| RealView                    | TM     | SEL           | <ul style="list-style-type: none"> <li>• LCD for still image camera</li> </ul>   |
| Redefinition Television     | TM     | SEL           | <ul style="list-style-type: none"> <li>• televisions</li> </ul>  |
| Reflect What You Expect     | TM     | SEL           | <ul style="list-style-type: none"> <li>• slogan for consumer electronic products</li> </ul>  |
| Remote Commander            | ®      | Sony Corp.    | <ul style="list-style-type: none"> <li>• remote control units</li> </ul>   |
| Repeat Learning System      | ®      | Sony Corp.    | <ul style="list-style-type: none"> <li>• language learning system</li> </ul>   |
| Rewarding Recording         | SM     | SEL           | <ul style="list-style-type: none"> <li>• rewards program for MSC's preferred customers</li> </ul>  |
| Rewards Made to Order       | TM     | SEL           | <ul style="list-style-type: none"> <li>• service provided to business customers providing customized product brochure for their internal incentive rewards program</li> </ul>  |
| RITE                        | TM     | SEL           | <ul style="list-style-type: none"> <li>• router interface and tally expansion option; switchers</li> </ul>   |
| RoomLink                    | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>• network media receiver (audio and video)</li> </ul>   |
| Rotary Commander            | ®      | Sony Corp.    | <ul style="list-style-type: none"> <li>• remote control for autosound equipment</li> </ul>   |
| RUVI                        | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>• still image camera</li> </ul>   |
| S2                          | TM     | SEL           | <ul style="list-style-type: none"> <li>• portable audio apparatus for consumer use</li> </ul>  |
| S2 SPORTS (logo)            | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>• portable audio apparatus for consumer use</li> </ul>  |
| SACD                        | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>• prerecorded digital audio discs and players</li> </ul>  |
| SBM                         | ®      | Sony Corp.    | <ul style="list-style-type: none"> <li>• Super Bit Mapping circuitry's encoding</li> </ul>   |
| Scene Shuffle               | TM     | SEL           | <ul style="list-style-type: none"> <li>• editing feature of camcorder</li> </ul>   |
| Scrolling Channel Index     | TM     | SEL           | <ul style="list-style-type: none"> <li>• Split viewing screen function on a television</li> </ul>  |
| Scoopman                    | ®      | Sony Corp.    | <ul style="list-style-type: none"> <li>• DAT recorders/players</li> </ul>  |
| ScreenBlast                 | SM/TM  | Sony Pictures |  |
| SD (logo)                   | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>• blank floppy disks</li> </ul>   |
| Search Media                | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>• CD-I players with monitor; blank and prerecorded CDs for research education and entertainment</li> <li>• service for storing and collaboration of personal digital content on the Internet</li> </ul> |
| SecondOpinion               | SM     | SEL           | <ul style="list-style-type: none"> <li>• large video display screens</li> </ul>  |
| Seeing is Believing         | TM     | SEL           | <ul style="list-style-type: none"> <li>• audio and video post-production, videotape duplication and video teleconferencing systems</li> </ul>  |
| Select                      | TM     | SEL           | <ul style="list-style-type: none"> <li>• VCR feature package</li> </ul>  |
| Selfset                     | ®      | SEL           | <ul style="list-style-type: none"> <li>• circuit for CD player</li> </ul>  |
| Servo Stabilizer            | TM     | SEL           | <ul style="list-style-type: none"> <li>• function name of digital video cameras</li> </ul>   |
| SetUp Log                   | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>• function name of digital video cameras</li> </ul>   |
| SetUp Navi                  | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>• television stand</li> </ul>   |
| Shigei                      | TM     | SEL           | <ul style="list-style-type: none"> <li>• video switcher and video effects generator</li> </ul>   |
| Shot Box                    | ®      | Sony Corp.    | <ul style="list-style-type: none"> <li>• LCD projector products for home use</li> </ul>  |
| Side Shot                   | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>• LED, satellite signal level meter</li> </ul>  |
| SignalSeeker                | ®      | SEL           | <ul style="list-style-type: none"> <li>• software for communication between broadcast locations</li> </ul>   |
| SiteLink                    | TM     | SEL           | <ul style="list-style-type: none"> <li>• docking station for PCs</li> </ul>  |
| SlimDock                    | TM     | SEL           | <ul style="list-style-type: none"> <li>• cable; connector between audio and video equipment that allows for interaction</li> </ul>   |
| S-Link                      | TM     | SEL           | <ul style="list-style-type: none"> <li>• video cameras for security use; technology for low light applications</li> </ul>  |
| Smart Control               | ®      | Sony Corp.    | <ul style="list-style-type: none"> <li>• automatic indexing feature of a video cassette recorder</li> <li>• video cameras for security use</li> </ul>  |
| Smart Label                 | TM     | SEL           |  |
| SmartDome                   | TM     | Sony Corp.    | <ul style="list-style-type: none"> <li>• video cameras for security use</li> </ul>   |

# Standards of Brand Identity

## Trademarks (continued)

| Mark   | Symbol | Owner      | Product/Service  |
|--|--------|------------|--|
| SmartFile  | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• electronic indexing system; video cassette recorders</li> </ul>   |
| SmartProjector                                   | TM     | SEL        | <ul style="list-style-type: none"> <li>• LCD projector</li> </ul>  |
| Smart-Start                                      | TM     | SEL        | <ul style="list-style-type: none"> <li>• digital camera package with related products</li> </ul>   |
| S-Master   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• electric/electronic apparatus for the recording, transmission and/or reproduction of sounds and images; audio tape/disc recorders, headphones, speakers, tweeters, woofers, amplifiers audio transistors, microphones, radios; video tape/disc recorders/players, video projectors; television sets, television tuners; antennas</li> </ul> |
| SmoothScan                                       | TM     | SEL        | <ul style="list-style-type: none"> <li>• feature of DVD/VCR players; playback mode</li> </ul>  |
| SmoothScreen                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>• noise reduction feature in television</li> </ul>  |
| Snap Shot  | TM     | SEL        | <ul style="list-style-type: none"> <li>• television feature that can freeze an image on screen</li> </ul>  |
| Snoozinator                                      | TM     | SEL        | <ul style="list-style-type: none"> <li>• clock radio alarm feature</li> </ul>  |
| SoftwarePlus                                     | ®      | SEL        | <ul style="list-style-type: none"> <li>• software maintenance service providing customers with software support and upgrades</li> </ul>  |
| Solar Window                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>• panel on camcorders</li> </ul>  |
| Soloist  | TM     | SEL        | <ul style="list-style-type: none"> <li>• software and component of a language learning system</li> </ul>   |
| SonicFlow  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• application software for PCs</li> </ul>   |
| SonicStage                                       | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• application software for PCs</li> </ul>   |
| Sony (logo)                                      | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• all products</li> </ul>   |
| Sony Card  | SM     | Sony Corp. | <ul style="list-style-type: none"> <li>• credit card services</li> </ul>   |
| Sony Data Storage. When the Data Really Matters. | TM     | SEL        | <ul style="list-style-type: none"> <li>• data storage media</li> </ul>   |
| Sony Express                                     | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• car stereos</li> </ul>  |
| Sony Graphics (logo)                             | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>• stationery printed matter including cards, calendars and diaries</li> </ul>   |
| Sony Innovators                                  | SM     | SEL        | <ul style="list-style-type: none"> <li>• program to honor and support African-American film and music artists</li> </ul>   |
| Sony-Matic                                       | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• battery operated dictating machine</li> </ul>   |
| Sony Mobile (logo)                               | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• televisions, speakers, amplifiers, tuners, remote controllers, audio disc changers/players, audio tape players, radios, GPS antennas, video disc players, voice recognition units, cellular telephones and map data recorded on discs</li> </ul>  |
| Sony Module Express                              | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• board or module replacement service program</li> </ul>  |
| Sony Security Systems (design)                   | TM     | SEL        | <ul style="list-style-type: none"> <li>• security systems comprised of television camera and monitors</li> </ul>   |
| Sony Style                                       | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• magazine</li> </ul>   |
| Sony Style                                       | SM     | Sony Corp. | <ul style="list-style-type: none"> <li>• retail shop services for general merchandise and electronic retailing services via a global computer network for general merchandise</li> </ul>   |
| Sony Style Connect                               | SM     | Sony Corp. | <ul style="list-style-type: none"> <li>• internet service provider (ISP) providing electronic mail capabilities and browsing of a global computer network to subscribers</li> </ul>  |
| Sony Wonder                                      | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• audio and video tapes</li> </ul>  |
| Sony Wonder                                      | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• technology exhibits</li> </ul>  |
| Sound Is Meant To Be Heard, Not Seen             | TM     |            | <ul style="list-style-type: none"> <li>• slogan used to promote new in-wall speaker system for use with a home audio system, will appear on packaging, advertising materials and websites</li> </ul>   |
| Sound-Sensor                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>• baby monitoring system feature</li> </ul>   |
| Spec Pro   | TM     | SEL        | <ul style="list-style-type: none"> <li>• software for copywriters and typesetters, allowing input of information in several common applications</li> </ul>   |
| Special Cleaning Mechanism (logo)                | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>• floppy disc feature</li> </ul>  |

## Standards of Brand Identity

### Trademarks (continued)

| Mark   | Symbol | Owner      | Product/Service   |
|--|--------|------------|---|
| SPECL  | TM     | SEL        | <ul style="list-style-type: none"> <li>high speed semiconductors</li> </ul>   |
| SpectaPix                                      | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>digital color printers, printing papers and inking ribbons</li> </ul>  |
| SpectaProof                                    | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>digital color printers and related materials such as printing papers and inking ribbons, for professional use</li> </ul> |
| Speed Surf                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>quick channel scanning feature of TVs; channel tuning</li> </ul>   |
| SPIAR (word & logo)                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>loudspeakers</li> </ul>  |
| Sport MDR                                      | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>headphones</li> </ul>  |
| Sports (logo only)                             | ®      | SEL        | <ul style="list-style-type: none"> <li>portable tape payers, radios and cassette player/recorders</li> </ul>  |
| SportsBand                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>headband AM/FM Radio</li> </ul>  |
| Sportsfinder                                   | TM     | SEL        | <ul style="list-style-type: none"> <li>camcorder lens</li> </ul>  |
| Sportspack                                     | ®      | SEL        | <ul style="list-style-type: none"> <li>neoprene belt which holds a personal stereo</li> </ul>   |
| Spressa  | TM     | SEL        | <ul style="list-style-type: none"> <li>recordable CD-ROM drive</li> </ul>   |
| Sprinter                                       | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>blank videotapes and high speed video duplicator</li> </ul>  |
| SSD (logo)                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>identification badges</li> </ul>   |
| S-TACT   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>compact disc players and semiconductors</li> </ul>   |
| Stamina  | ®      | Sony       | <ul style="list-style-type: none"> <li>extended life batteries</li> </ul>   |
| Station Memo                                   | TM     | SEL        | <ul style="list-style-type: none"> <li>tuning; display</li> </ul>   |
| Steady Sound                                   | ®      | SEL        | <ul style="list-style-type: none"> <li>sound level control feature of a television</li> </ul>   |
| SteadyShot                                     | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>VCR and video cameras; optical image stabilizer</li> </ul>   |
| SteadySound                                    | TM     | SEL        | <ul style="list-style-type: none"> <li>electronic shock protection for CD players</li> </ul>  |
| Storage by Sony                                | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>data storage hardware and software slogan</li> </ul>   |
| Storage Rewards                                | SM     | SEL        | <ul style="list-style-type: none"> <li>reward program for purchasers of data storage tapes and magneto-optical disks</li> </ul>                                 |
| Storage Sales Rewards                          | SM     | SEL        | <ul style="list-style-type: none"> <li>reward program for purchasers of data storage tapes and magneto-optical disks</li> </ul>                                 |
| Storage Solutions for Every Business Landscape | TM     | SEL        | <ul style="list-style-type: none"> <li>data storage product</li> </ul>  |
| StoreManager                                   | TM     | SEL        | <ul style="list-style-type: none"> <li>application software for a digital commercial ad insertion file server</li> </ul>  |
| StorStation(word & logo)                       | ®      | SEL        | <ul style="list-style-type: none"> <li>tape drive system</li> </ul>   |
| StorStation(word & logo)                       | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>network file server, network backup server, magnetic tape data recorder (tape library), magnetic tapes</li> </ul>        |
| Straptenna                                     | TM     |            | <ul style="list-style-type: none"> <li>neck strap antenna</li> </ul>  |
| Streamphone                                    | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>telephones</li> </ul>  |
| Street Style                                   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>headphones</li> </ul>  |
| Study Wave                                     | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>application PC software for educational use</li> </ul>   |
| Style Cube                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>name of a DVD player in a DVD product series</li> </ul>  |
| StylePro                                       | TM     | SEL        | <ul style="list-style-type: none"> <li>computer displays</li> </ul>   |
| Style_   | TM     | SEL        | <ul style="list-style-type: none"> <li>name of a DVD player in a DVD product series. Pronounced as "Style Cube" – see below</li> </ul>                          |
| Super Audio CD (logo)                          | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>prerecorded digital audio disks and player</li> </ul>  |
| Super Betamovie                                | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video camera</li> </ul>  |
| Super Bias                                     | TM     | SEL        | <ul style="list-style-type: none"> <li>videocassette recorders</li> </ul>   |
| Super Bit Mapping                              | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>digital processor</li> </ul>   |
| Super Data                                     | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video projector</li> </ul>   |
| Super Fine Pitch                               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>color monitor/receivers</li> </ul>   |
| Super HAD                                      | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>sensors for video cameras</li> </ul>   |
| Super Head Cleaner                             | TM     | SEL        | <ul style="list-style-type: none"> <li>digital data storage drive feature</li> </ul>  |
| Super Hi-Band                                  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>VTR/players</li> </ul>   |
| SuperBeta                                      | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>videocassette recorders</li> </ul>   |
| SuperBeta Hi-Fi                                | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>VCR</li> </ul>   |

# Standards of Brand Identity

## Trademarks (continued)

| Mark                              | Symbol | Owner            | Product/Service   |
|-----------------------------------|--------|------------------|---|
| SuperBetamax                      | TM     | Sony Corp.       | <ul style="list-style-type: none"> <li>• VCR</li> </ul>   |
| SuperBright                       | TM     | Sony Corp.       | <ul style="list-style-type: none"> <li>• video projector</li> </ul>   |
| Superbrix                         | TM     | Sony Corp.       | <ul style="list-style-type: none"> <li>• electron gun</li> </ul>  |
| SuperLite                         | TM     | SEL              | <ul style="list-style-type: none"> <li>• LCD projectors</li> </ul>  |
| Supersite                         | TM     | SEL              | <ul style="list-style-type: none"> <li>• videoconferencing system</li> </ul>  |
| SuperSlim                         | TM     | SEL              | <ul style="list-style-type: none"> <li>• presentation monitors for use in business and professional markets</li> </ul>  |
| SuperSlim Pro                     | TM     | SEL              | <ul style="list-style-type: none"> <li>• notebook computer</li> </ul>   |
| SuperSmart                        | TM     | SEL              | <ul style="list-style-type: none"> <li>• LCD projector</li> </ul>   |
| SuperStation                      | ®      | SEL              | <ul style="list-style-type: none"> <li>• tape backup drive</li> </ul>   |
| SuperTheater                      | TM     | SEL              | <ul style="list-style-type: none"> <li>• LCD projector and flat panel Displays</li> </ul>   |
| SupportNET                        | SM     | SEL              | <ul style="list-style-type: none"> <li>• repair services for professional audio and video electronic equipment</li> </ul>   |
| Supremas (word mark only)         | TM     | Sony Corp.       | <ul style="list-style-type: none"> <li>• blank magneto-optical discs and optical discs for audio video and computer data</li> </ul>   |
| Swing Search                      | TM     | SEL              | <ul style="list-style-type: none"> <li>• VTR component bi-directional playback apparatus</li> </ul>   |
| SwivelScreen                      | TM     | SEL              | <ul style="list-style-type: none"> <li>• camcorder shooting options; display monitor</li> </ul>   |
| Sxnet                             | TM     | Sony Corp.       | <ul style="list-style-type: none"> <li>• editing systems, VTRs, software, monitors, PCs</li> </ul>  |
| Symphony                          | ®      | SEL              | <ul style="list-style-type: none"> <li>• language learning system</li> </ul>  |
| Synchro Edit                      | TM     | Sony Corp.       | <ul style="list-style-type: none"> <li>• VTR and players</li> </ul>   |
| System G                          | TM     | Sony Corp.       | <ul style="list-style-type: none"> <li>• digital effects generator</li> </ul>   |
| System Link                       | TM     | Sony Corp.       | <ul style="list-style-type: none"> <li>• connecting cable for an interactive entertainment system</li> </ul>  |
| SystemAlert                       | TM     | SEL              | <ul style="list-style-type: none"> <li>• monitoring of software-based Broadcast systems via a telephone line</li> </ul>   |
| SystemWatch                       | TM/SM  | SEL              | <ul style="list-style-type: none"> <li>• a diagnostic built into a newsroom system; maintenance and repair service for professional broadcast products</li> </ul>                                       |
| Tab Marker Indexing System        | TM     | SEL              | <ul style="list-style-type: none"> <li>• electronic searching apparatus on VCR</li> </ul>   |
| Tape Guide                        | TM     | SEL              | <ul style="list-style-type: none"> <li>• memory feature of a VCR</li> </ul>   |
| TECHNOLOOK (logo)                 | TM     | Sony Technoworks | <ul style="list-style-type: none"> <li>• microscopes</li> </ul>   |
| TechPort                          | TM     | SEL              | <ul style="list-style-type: none"> <li>• RMEG newsletter</li> </ul>   |
| Tele Plus                         | TM     | SEL              | <ul style="list-style-type: none"> <li>• promotional campaign for dealers of BPPG products</li> </ul>   |
| Telecommunications Logo           | TM     | SEL              | <ul style="list-style-type: none"> <li>• telephone answering machine, cordless telephones, and telephone clock radios</li> </ul>  |
| Tele-File                         | TM     | Sony Corp.       | <ul style="list-style-type: none"> <li>• disc, video and audio tape recorders/players; blank video and audio tapes, blank video and audio discs, index labels containing integrated circuits</li> </ul> |
| Telepix                           | TM     | Sony             | <ul style="list-style-type: none"> <li>• still picture transmitting and receiving system used in security systems</li> </ul>  |
| The Art of the Image              | TM     | SEL              | <ul style="list-style-type: none"> <li>• slogan for medical and electronic photography divisions</li> </ul>   |
| The Big Screen For Small Rooms    | TM     | SEL              | <ul style="list-style-type: none"> <li>• 41" projection televisions</li> </ul>  |
| The Definition of Definition      | TM     | SEL              | <ul style="list-style-type: none"> <li>• high definition computer displays</li> </ul>   |
| The Image, Pure and Simple        | TM     | SEL              | <ul style="list-style-type: none"> <li>• Medical Division tag line</li> </ul>   |
| The Leader in Digital Technology  | TM     | SEL              | <ul style="list-style-type: none"> <li>• digital consumer products</li> </ul>   |
| The Leader in Digital Audio       | TM     | SEL              | <ul style="list-style-type: none"> <li>• digital audio products</li> </ul>  |
| The Leader in Optical Disc        | TM     | SEL              | <ul style="list-style-type: none"> <li>• consumer video products</li> </ul>   |
| The Official Currency of Playtime | SM     | SEL              | <ul style="list-style-type: none"> <li>• credit card services</li> </ul>  |
| The Proof is In the Match         | TM     | SEL              | <ul style="list-style-type: none"> <li>• tabloid-sized network proofing printer</li> </ul>  |
| The Repeater                      | ®      | Sony Corp.       | <ul style="list-style-type: none"> <li>• language learning system</li> </ul>  |
| The Sony Card                     | SM     | Sony Corp.       | <ul style="list-style-type: none"> <li>• credit card services</li> </ul>  |

# Standards of Brand Identity

## Trademarks (continued)

| Mark                                 | Symbol | Owner      | Product/Service  |
|--------------------------------------|--------|------------|--|
| The Sony Partnership                 | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>discount services for members in the field of video equipment</li> </ul>  |
| The Tape With A Brain                | TM     | SEL        | <ul style="list-style-type: none"> <li>storage tape cartridges</li> </ul>  |
| The Values That Unite Us             | TM     | SEL        | <ul style="list-style-type: none"> <li>video tapes, web based Intranet and Internet Programs, seminars, etc. dealing with the ethical, business and legal compliance issues arising in business, institutional or workplace environments;</li> </ul> |
| There's A Story Behind Every Image   | TM     | SEL        | <ul style="list-style-type: none"> <li>ImageStation services</li> </ul>  |
| Three oval design mark               | ®      | SEL        | <ul style="list-style-type: none"> <li>color television</li> </ul>   |
| Touch Pad Commander                  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>remote controllers for audio/video disc players and recorders, video game apparatus, personal computers and peripherals</li> </ul>  |
| TrakCam                              | TM     | SEL        | <ul style="list-style-type: none"> <li>video camera for a videoconferencing system</li> </ul>  |
| Trans Com                            | ®      | Sony Trans | <ul style="list-style-type: none"> <li>passenger entertainment Com systems</li> </ul>  |
| Trilogy                              | TM     | SEL        | <ul style="list-style-type: none"> <li>videoconferencing system</li> </ul>   |
| Trinicom (logo)                      | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>videoconferencing roll-about system</li> </ul>  |
| Trinicom (word)                      | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>videoconferencing roll-about system</li> </ul>  |
| Trinicon                             | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video cameras</li> </ul>  |
| Trini-lite                           | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>lights for giant television screens</li> </ul>  |
| Trinitone                            | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>color adjustment temperature switch for televisions</li> </ul>  |
| Trinitron                            | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>televisions and monitors</li> </ul>   |
| Triple X Program                     | SM     | SEL        | <ul style="list-style-type: none"> <li>service and warranty program for purchasers of DVD equipment</li> </ul>   |
| TruEye                               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>function of digital video camera</li> </ul>   |
| Turbo                                | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>earphone and headphone circuitry</li> </ul>   |
| Turbo Gain                           | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>programmable component of video cameras for professional use</li> </ul>   |
| Twin Charge                          | TM     | SEL        | <ul style="list-style-type: none"> <li>dual battery system for telecommunication products</li> </ul>   |
| Twin Turbo                           | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>audiocassette tape</li> </ul>   |
| Twin-View                            | TM     | SEL        | <ul style="list-style-type: none"> <li>picture-in-picture TV feature</li> </ul>  |
| UBS Uniform Brightness Screen (logo) | TM     | SEL        | <ul style="list-style-type: none"> <li>television technology which provides improved picture image</li> </ul>  |
| U-ceiver                             | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>radios, transceivers, microphones, headphones, earphones</li> </ul>   |
| Ultimate Color and Sound             | TM     | SEL        | <ul style="list-style-type: none"> <li>video cassettes</li> </ul>  |
| Ultra Personal                       | ®      | SEL        | <ul style="list-style-type: none"> <li>LCD projectors</li> </ul>   |
| U-matic                              | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>videotape recorders and cassettes</li> </ul>  |
| UniCommander                         | ®      | SEL        | <ul style="list-style-type: none"> <li>remote control</li> </ul>   |
| UniDome                              | TM     | SEL        | <ul style="list-style-type: none"> <li>dome security camera</li> </ul>   |
| Uniform Brightness Screen            | TM     | SEL        | <ul style="list-style-type: none"> <li>television technology which provides improved picture image</li> </ul>  |
| UniLink                              | TM     | SEL        | <ul style="list-style-type: none"> <li>audio/video interface, changer, controller, remote control</li> </ul>   |
| Unimatch                             | ®      | SEL        | <ul style="list-style-type: none"> <li>microphones and interchangeable plugs and parts therefore</li> </ul>  |
| UniPak                               | TM     | SEL        | <ul style="list-style-type: none"> <li>camera, varifocal lens and camera housing for a security camera</li> </ul>  |
| Upgrade Your Image                   | TM     | SEL        | <ul style="list-style-type: none"> <li>display monitors</li> </ul>   |
| USB Direct Connect                   | TM     | SEL        | <ul style="list-style-type: none"> <li>software to launch ImageStation website when a USB device is connected to a computer</li> </ul>   |
| U-Scan                               | TM     | SEL        | <ul style="list-style-type: none"> <li>high speed picture search for VCR</li> </ul>  |
| UVWT                                 | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>blank videotapes for professional use</li> </ul>  |
| UX Turbo                             | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>audio cassettes</li> </ul>  |
| V (word and logo)                    | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>videotape cassettes</li> </ul>  |
| VAIO                                 | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>personal computer</li> </ul>  |

## Standards of Brand Identity

### Trademarks (continued)

| Mark                    | Symbol | Owner      | Product/Service  |
|-------------------------|--------|------------|--|
| VAIO Compo              | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>personal computers, monitors, keyboards, mouse, disc drives, audio/video tape recorders/players, digital still camera, disc changers, speakers.</li> </ul>  |
| VAIO Digital Studio     | TM     | SEL        | <ul style="list-style-type: none"> <li>high end personal computer</li> </ul>   |
| VAIO Media              | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>pre-installed computer software which enables users to use their home computer as a server.</li> </ul>  |
| VAIO Media Console      | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>pre-installed computer software for use in the field of home networking purposes to be used on VAIO servers and/or other consumer electronics</li> </ul>    |
| VAIO Media Photo Server | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>pre-installed computer software which enables users to use their home computer as a server for still images and for still image file management.</li> </ul> |
| VAIO Media Music Server | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>pre-installed computer software which enables users to use their home computer as a server for music files and for music data file management.</li> </ul>   |
| VAIO Media Video Server | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>pre-installed computer software which enables users to use their home computer as a server for video files and for video data file management.</li> </ul>   |
| VAIO Select             | TM     | SEL        | <ul style="list-style-type: none"> <li>computer peripherals, computer accessories and computer software</li> </ul>   |
| VAIO Slimtop            | ®      | SEL        | <ul style="list-style-type: none"> <li>PC with LCD screen</li> </ul>   |
| VAIO Smart              | TM     | SEL        | <ul style="list-style-type: none"> <li>keyboard</li> </ul>   |
| VAIO Sphere             | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>computer application software for reproducing sound or images</li> </ul>  |
| VAIO World              | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>personal computers, modems, printers, monitors, keyboards</li> </ul>  |
| VCR Mouse               | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>remote controller for a video camera and videotape players</li> </ul>   |
| Velocity Modulation     | TM     | SEL        | <ul style="list-style-type: none"> <li>scanning apparatus</li> </ul>   |
| Vialta                  | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>telecine machines; circuit boards for sound &amp; image processing</li> </ul>   |
| Video2DVD (word & logo) | TM     | SEL        | <ul style="list-style-type: none"> <li>video transfer service (video to DVD)</li> </ul>  |
| Video2PC (word & logo)  | TM     | SEL        | <ul style="list-style-type: none"> <li>video transfer service (video to CD)</li> </ul>   |
| Video2Pix (word & logo) | TM     | SEL        | <ul style="list-style-type: none"> <li>video transfer service (still images on video to CD)</li> </ul>   |
| Video 8                 | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>8mm video products</li> </ul>   |
| Video Hi8               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>high definition 8-mm videotape recorders and players</li> </ul>   |
| Video Memo              | TM     | SEL        | <ul style="list-style-type: none"> <li>editing controller for 8mm video products</li> </ul>  |
| Video Printpack         | TM     | SEL        | <ul style="list-style-type: none"> <li>paper for color video printer</li> </ul>  |
| Video Walkman           | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>personal TV/VCR combo</li> </ul>  |
| Videograph              | TM     | SEL        | <ul style="list-style-type: none"> <li>video sheet recorders</li> </ul>  |
| Videopress              |        | Sony Corp. | <ul style="list-style-type: none"> <li>computer software to be used for creating video CD software</li> </ul>  |
| Videoscope              | TM     | SEL        | <ul style="list-style-type: none"> <li>projection television sets</li> </ul>   |
| VideoStore              | ®      | SEL        | <ul style="list-style-type: none"> <li>digital ad insertion system</li> </ul>  |
| Virtuoso                | ®      | SEL        | <ul style="list-style-type: none"> <li>software based teacher control for a language laboratory</li> </ul>   |
| VisualFlow              | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>software</li> </ul>   |
| Vivax                   | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>magnetic powder for magnetic tape</li> </ul>  |
| Vizaro                  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>editing, encoding and decoding system of a DVD</li> </ul>   |
| Vocalist                | TM     | SEL        | <ul style="list-style-type: none"> <li>software to be used with a voice recorder</li> </ul>  |
| Voice Balloon           | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>portable voice recorder</li> </ul>  |
| Voice Boost             | TM     | SEL        | <ul style="list-style-type: none"> <li>audio enhancement</li> </ul>  |
| Voice File              | TM     | SEL        | <ul style="list-style-type: none"> <li>pocketsize recorder</li> </ul>  |
| w.ear                   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>headphones (should be all lower case)</li> </ul>  |

## Standards of Brand Identity

### Trademarks (continued)

| Mark                                   | Symbol | Owner      | Product/Service   |
|--|--------|------------|---|
| Walkman                                | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>personal portable stereos</li> </ul>   |
| WANBACKER                              | ®      | SEL        | <ul style="list-style-type: none"> <li>tape streamer product line</li> </ul>  |
| WAT                                    | TM     | SEL        | <ul style="list-style-type: none"> <li>wireless audio transfer feature on mini hi-fi systems</li> </ul>   |
| WatchCam                               | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>surveillance system</li> </ul>   |
| WatchCorder                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>time lapse video recorder</li> </ul>   |
| Watchman                               | ®      | SEL        | <ul style="list-style-type: none"> <li>micro television</li> </ul>  |
| WatchSensor                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>surveillance system comprised of video camera, monitor and printer</li> </ul>  |
| WAV Link                               | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>software which enables voice message to be sent by e-mail</li> </ul>   |
| WaveHawk                               | ®      | SEL        | <ul style="list-style-type: none"> <li>high frequency scanning receiver; portable RF scanner</li> </ul>   |
| WEGA (word & logo)                     | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>televisions</li> </ul>   |
| WEGA Engine                            | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>television apparatus including, television receivers, video projectors, plasma display panels, liquid crystal displays and computer displays; video quality improving devices for the aforesaid goods</li> </ul> |
| Wfine                                  | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>CCD</li> </ul>   |
| When the Data Really Matters           | TM     | SEL        | <ul style="list-style-type: none"> <li>data storage media</li> </ul>  |
| Where the Customer Is The One and Only | TM     | SEL        | <ul style="list-style-type: none"> <li>Sony Service (B &amp; P Group) tag line</li> </ul>   |
| Where The Music Takes You              | TM     | SEL        | <ul style="list-style-type: none"> <li>personal audio products</li> </ul>   |
| wisp.ear                               | TM     | SEL        | <ul style="list-style-type: none"> <li>telephone headsets</li> </ul>  |
| Workgroup                              | TM     | SEL        | <ul style="list-style-type: none"> <li>videoconferencing system</li> </ul>  |
| WorkStation                            | TM     | SEL        | <ul style="list-style-type: none"> <li>videoconferencing system</li> </ul>  |
| World Band Radio                       | ®      | SEL        | <ul style="list-style-type: none"> <li>short wave radios</li> </ul>   |
| World Band Receiver                    | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>short wave radios</li> </ul>   |
| Worry Free                             | ®      | SEL        | <ul style="list-style-type: none"> <li>to promote a low-power consumption feature of a camcorder which permits up to five hours of taping without change of a battery or video tape</li> </ul>  |
| Worry Free Recording                   | TM     | SEL        | <ul style="list-style-type: none"> <li>low-power consumption camcorder</li> </ul>   |
| Write 'n Swipe                         | TM     | SEL        | <ul style="list-style-type: none"> <li>re-writable label</li> </ul>   |
| XBR                                    | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>color televisions</li> </ul>   |
| XBR                                    | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video cassette tape</li> </ul>   |
| XBR <sup>2</sup>                       | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>color televisions</li> </ul>   |
| XBRITE                                 | TM     | SEL        | <ul style="list-style-type: none"> <li>notebook computer</li> </ul>   |
| XPLÓD (word & logo)                    | ®      | SEL        | <ul style="list-style-type: none"> <li>car stereo speakers</li> </ul>   |
| Xpri                                   | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video editing system</li> </ul>  |
| X-rated                                | TM     | SEL        | <ul style="list-style-type: none"> <li>slogan for car stereo</li> </ul>   |
| X-tal Lock                             | TM     | SEL        | <ul style="list-style-type: none"> <li>quartz crystal receiver for car stereo</li> </ul>  |
| XWIDE                                  | TM     | SEL        | <ul style="list-style-type: none"> <li>active matrix; notebook PC</li> </ul>  |
| Your Digital Key To Information        | ®      | SEL        | <ul style="list-style-type: none"> <li>CD-ROM with technical bulletins on professional broadcast products</li> </ul>  |
| Z505 SuperSlim Pro                     | TM     | SEL        | <ul style="list-style-type: none"> <li>notebook computer</li> </ul>   |
| Zero Footprint Design                  | TM     | SEL        | <ul style="list-style-type: none"> <li>display with an easily removable tilt base allowing for wall or arm mounting</li> </ul>  |
| Zero Lux Shot                          | TM     | Sony Corp. | <ul style="list-style-type: none"> <li>video cameras</li> </ul>   |
| Zoomeye                                | ®      | Sony Corp. | <ul style="list-style-type: none"> <li>video cameras, lenses</li> </ul>   |

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