

sony style

**Style Guide**  
**Standards of Brand Usage**  
**2003**

# Table of Contents

1.	Introduction	1
	<i>Why establish standards of brand identity?</i>	
	<i>What is Sony?</i>	
	<i>Sony Brand Hierarchy</i>	
2.	Sony Style Brand Discussion	2
	<i>What is Sony Style?</i>	
	<i>What sets Sony Style apart?</i>	
	<i>How do you integrate Sony and Sony Style in your brand message?</i>	
	<i>Sony Style Text Descriptions</i>	
	<i>Tag Lines for Sony Style and SonyStyle.com</i>	
3.	Sony Style Logo Guidelines	3
	<i>Standard Format: Full-Color Treatment; Standard Format: One-Color Treatment</i>	
	<i>Examples of improper usage</i>	
4.	Usage Guidelines	5
	<i>Usage of the Sony Style Logo</i>	
	<i>Usage of the Sony Style Brand</i>	
5.	Sony Logo Guidelines	6
	<i>Sony Logo Usage Guidelines</i>	
	<i>Acceptable Usage of the Sony Logotype</i>	
6.	Sony Sub-Brand Logo Guidelines	7
7.	Color Palettes	8
8.	Typography Standards	9
9.	Off-Site and Affiliate Banner Advertising Guidelines	10
	<i>Sony.com Banner Ad: Animated</i>	
	<i>Yahoo! Banner Ad: Static</i>	
	<i>Affiliate Banner Ad: Animated</i>	
	<i>Affiliate banner Ad: Static</i>	
10.	My Sony Member Opt-In Email	14
	<i>Graphic Elements and Text Requirements</i>	
11.	Sony Style Monthly Sales Email (text version)	16
12.	Sony Style Monthly Sales Email (HTML version)	17
13.	Sony Style Statement Messaging	18
14.	Sony Style Web Site Usage	19
	<i>Category Pages</i>	
	<i>Header/Footer Context</i>	
	<i>Promo Landing Pages Pages</i>	
15.	All-Purpose Boilerplate Copy	22
	<i>Copyright Boilerplate</i>	
	<i>Public Relations Boilerplate: Sony Corporation</i>	
	<i>Public Relations Boilerplate: Sony Style</i>	
16.	Partner Trademark and Logo Usage Guidelines	23
	<i>Sony-Microsoft Cooperative Marketing Agreement</i>	
	<i>Intel® Trademark and Logo Usage Guidelines</i>	
17.	US Trademarks List	24

## 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 third 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

*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 Musiclub 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, CLIE™ 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. (47 words)

### Suggested Tag Lines for Sony Style and SonyStyle.com

The best place to shop Sony is Sony Style.

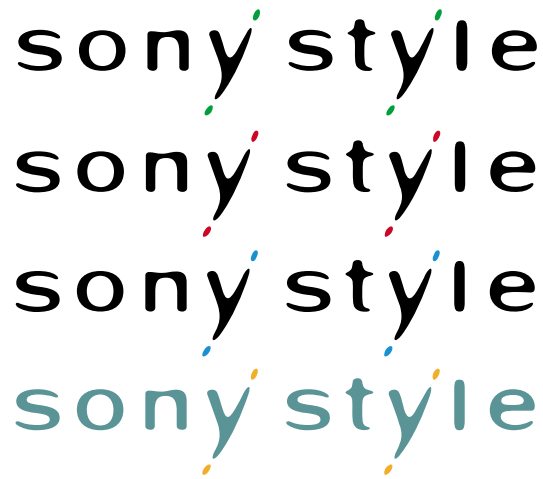
Your gateway to all things Sony

### Sony Style Logo Guidelines

Sony Style is a sub-brand of Sony.

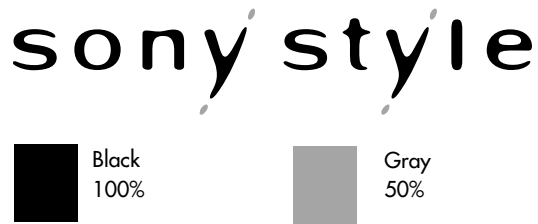
#### Standard Format: Full-Color Treatment

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



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

Online Store

sony style

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

### 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](http://www.sonystyle.com)
- [www.SonyStyle.com](http://www.SonyStyle.com)
- [SonyStyle.com](http://SonyStyle.com)

The following are NOT acceptable variations:

- X Sonystyle
- X SonyStyle
- X [www.Sonystyle.com](http://www.Sonystyle.com)
- X [Sonystyle.com](http://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](http://sonystyle.com)
- [www.sonystyle.com](http://www.sonystyle.com)

The following are NOT acceptable variations:

- X [www.sonystyle](http://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](http://www.sonystyle.com), [SonyStyle.com](http://SonyStyle.com), [sonystyle.com](http://sonystyle.com) and [www.SonyStyle.com](http://www.SonyStyle.com) are to be used to describe the Sony Style website. Therefore, a customer CANNOT call the [SonyStyle.com](http://SonyStyle.com) call center, but they can visit the [SonyStyle.com](http://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.

## 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 Sub-Brand Logo Usage Guidelines

Sony, i.LINK, 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.

CLiÉ, 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

CLiÉ™ handheld  
CLiÉ™ 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.

## 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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Accessories Secondary**  
C0, M17, Y37, K0  
R252, G221, B169  
#FCD9A9

### 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

### 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.

Frame 1:  
Product

Frame 2:  
Product feature  
No call to action or offer-driven language



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.

Frame 1:  
Product/Offer



Format



Example

## 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.*

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

Frame 2:  
Offer or value proposition/  
Call to action

Format



Example

## 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.*

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

### 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.

**125x125 pixels:**  
Attention-getting phrase  
or image/Call to action

Format



Example

**234x60 pixels:**  
Attention-getting phrase  
or image/Call to action

Format



Example

**120x600 pixels:**  
Attention-getting phrase  
or image/Call to action

Format

**SONY**

**4 reasons to buy a camcorder from Sony Style!**

**FREE Carrying Case**

**FREE Video to DVD Transfer**

**FREE Shipping**

**no payments no interest for 180 days\***

**>>BUY DIRECT<<**

**sony style**

Example

### 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.

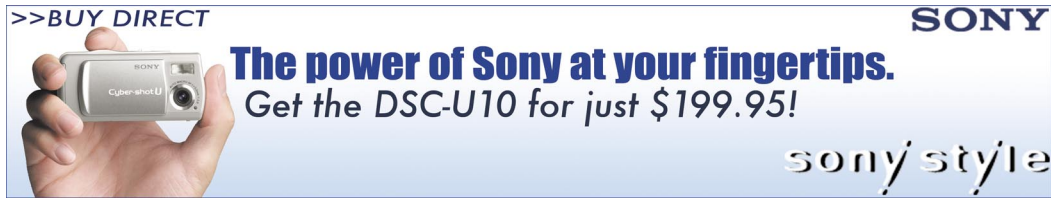
Messaging should include a compelling call to action.

*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



## 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.

## 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.



## Insider News Module

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





## 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 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.sonymstyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0Bjmw0A4>

more desktops

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

learn about Click to DVD(TM)

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

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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.sonymstyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0Bjmy0A6>

more digital cameras

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

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Musicclub(TM) link to:

<http://news.sonymstyle.com/cgi-bin4/flo?y=eA0B5Lmu05w0BgiSOAM>

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ImageStation(TM) link to:

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

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Financing link to:

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

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

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

or call 1-888-584-SONY

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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.sonymstyle.com](mailto:Subscribe_SonyStyle@news.sonymstyle.com) and type "subscribe" in the subject line. To unsubscribe, click here [mailto:Unsubscribe\\_SonyStyle@news.sonymstyle.com](mailto:Unsubscribe_SonyStyle@news.sonymstyle.com) and type "unsubscribe" in the subject line.

Privacy Policy

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

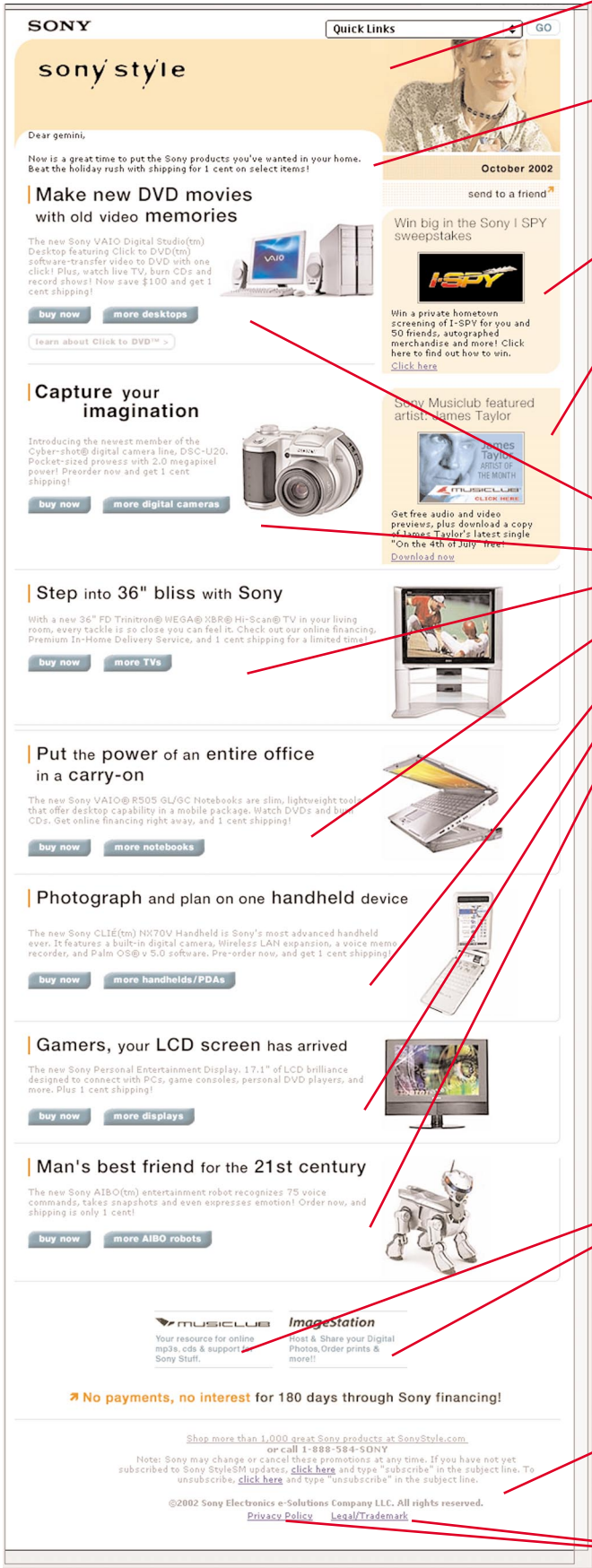
Legal/Trademark

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

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

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



Graphic header with logo

Greeting (personalized)/Introductory Paragraph

Offer or announcement boxes with graphics

Category specific offers with extended text. Each section to include a "buy now" button and a button that links to more information, as shown.

Links to sister sites

Copyright notices, customer service info

Links to privacy policy and legal information

### **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.

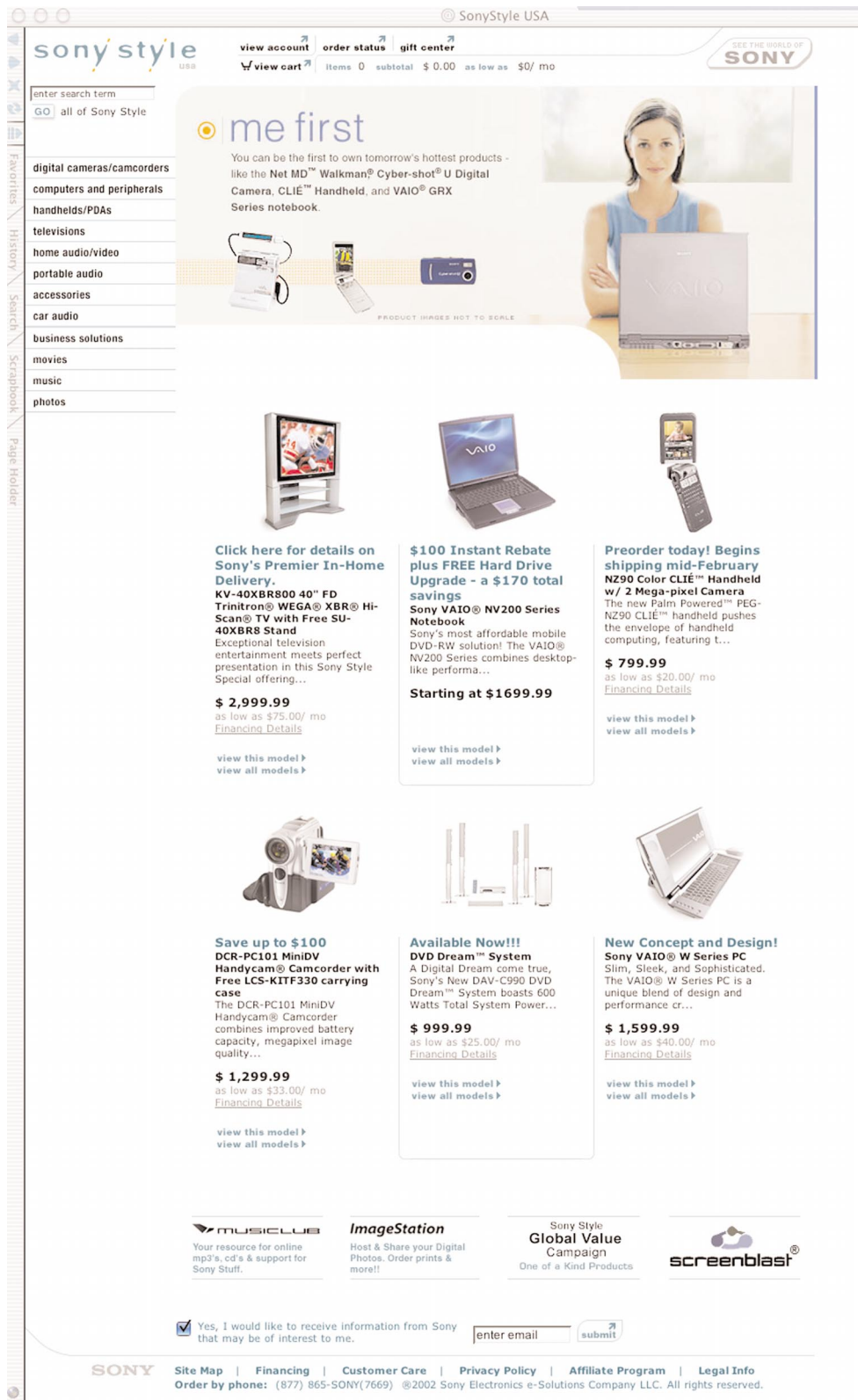
It's holiday shopping time! The right gift. The perfect moment. The newest ways to make and share memories. Find it all at SonyStyle.com – the best way to shop Sony.  
(165 chars with spaces)

## 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.



## 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.

<b>sony style</b> USA		gift center   express shop   my account   wish list		view cart		total \$35788.98		as low as \$345/42 pm ts	
enter search term find		electronics computers & handhelds digital imaging							




  

<b>VEGA</b>		walkman		dream station	
-------------	--	---------	--	---------------	--

<a href="#">electronics home</a> <a href="#">special offers</a> <a href="#">new products</a> <a href="#">top sellers</a> <a href="#">hard to find</a> <a href="#">tv / video</a> <a href="#">home theater</a> <a href="#">home audio</a> <a href="#">personal audio</a> <ul style="list-style-type: none"> <li>CD Walkman</li> <li>MiniDisc Walkman</li> <li>Network Walkman</li> <li>Walkman</li> <li>XM Satellite Radio</li> <li>Portable Radio</li> <li>Boombox</li> <li>World Band Radio</li> <li>Clock Radio</li> <li>Recorders</li> </ul> <a href="#">projectors &amp; peripherals</a> <a href="#">telephone</a> <a href="#">accessories</a> <a href="#">business solutions</a> <a href="#">financing</a>		<p><b>personal audio</b></p> <p><b>DON'T MISS FREE SHIPPING On All CD Walkman® Players!</b></p> <p>The CD revolution continues as Sony presents the world's smallest CD player.</p> <p>These sleek players pack features that push the envelope, and deliver performance that sets an even higher standard. You'll listen to your own music for even longer as these players feature up to 76 hours of battery life and play CD-R/RW Discs, so your enjoyment of your homemade mixes won't stop at the CD burner.</p>  <p>DCJ01CSKIT      <b>\$149.95</b></p> <p><a href="#">more details</a>    <a href="#">view all models</a>    <a href="#">add to cart</a></p>		<p><b>Free Overnight Shipping!</b></p> <p>Superb sound and slick Sony Style meet in Sony's first CD Walkman® Compact Disc/MP3 Player - the DCJ01. Our MP3...</p> <p><b>Features</b></p> <ul style="list-style-type: none"> <li>MP3 Playback Capability</li> <li>CD-R/RW Playback</li> <li>Supports MP3 Bit Rate 16-320 Kbps</li> </ul>	
--	--	--	--	--	--

<p><b>MiniDisc Walkman®</b></p>  <p><b>FREE MD Arm-Strap Carry Case!</b></p> <p>Sony's new Jacket Size MZ-R700DPCG MD Walkman® Player/Recorder makes a great jogging companion....</p> <p>MZ-R700DPCG <b>\$249.95</b></p> <p><a href="#">more details</a></p>		<p><b>Clock Radio</b></p>  <p><b>Under-Cabinet Kitchen CD/Clock Radio</b></p> <p>It's like having an extra hand in the kitchen! Sony's ICF-CD533 Kitchen CD/Clock fits under a...</p> <p>ICF-CD533 <b>\$119.95</b></p> <p><a href="#">more details</a></p>		<p><b>Digital Voice Recorders</b></p>  <p><b>Cram for Your Exams!</b></p> <p>Presenting the world's first Memory Stick Digital Voice Recorder - Sony's ICD-MS1VTP. Take this...</p> <p>ICD-MS1VTP <b>\$299.95</b></p> <p><a href="#">more details</a></p>	
--	--	---	--	--	--

<a href="#">view all models</a>	<a href="#">add to cart</a>	<a href="#">view all models</a>	<a href="#">add to cart</a>	<a href="#">view all models</a>	<a href="#">add to cart</a>
---------------------------------	-----------------------------	---------------------------------	-----------------------------	---------------------------------	-----------------------------

<input checked="" type="checkbox"/> Yes, I would like to receive information from Sony Electronics Inc. that may be of interest to me.		Enter e-mail address <input type="text"/>	<input type="button" value="submit"/>	<a href="#">privacy policy</a>
--	--	---	---------------------------------------	--------------------------------

Order by Phone 1-877-865-SONY(7669)   Feedback   Site Map   FAQ   Support   Financing   Shipping Info   Privacy Policy					
--	--	--	--	--	--



## 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. The header includes the Sony Style logo, navigation links (gift center, express shop, my account, wish list), and a shopping cart summary (view cart, total \$35788.98, as low as \$345/42 pmts). The left navigation bar lists categories like electronics home, special offers, new products, top sellers, hard to find, tv / video, home theater, home audio, personal audio, projectors & peripherals, telephone, accessories, business solutions, and financing. The main content area is a large white box with a black border, containing the text 'Graphic' and 'Offer Copy'. The footer includes a checkbox for receiving information from Sony Electronics Inc., an email address field, a submit button, a privacy policy link, and various links (Order by Phone, Feedback, Site Map, FAQ, Support, Financing, Shipping Info, Privacy Policy) and copyright information (©2001 Sony Electronics e-Solutions Company LLC, All rights reserved. Legal Info.).

**Graphic**

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

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

**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.

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

## 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	• notebook computer and features
A Vision For Business	TM	SEL	• BPG slogan
a2DVD	SM	SEL	• 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
ACAMS	TM	Sony/TransCom	• communications, management and entertainment systems used in transportation devices
Access Center	TM	SEL	• television component control system
AccuPower	TM	SEL	• camcorder battery system; meter
Accurate Image Restoration	TM	SEL	• electron gun technology for computer display monitors
Active Prism	TM	Sony Corp.	• video camera
Advanced HAD	TM	Sony Corp.	• video camera, video cameras combined with video tape recorders/players
Advanced Intelligent Tape	TM	Sony Corp.	• magnetic tape for storing computer data, and computer hardware
Advanced Storage by Sony	TM	SEL	• data storage products
AIBO	®	Sony Corp.	• entertainment robot
AIR	TM	SEL	• electron gun technology of computer display monitor
Air-EGG	TM	Sony Corp.	• wireless mouse for remote control of TV, VCRs, audio components, etc.
AirTrac	®	SEL	• application software for control of a digital ad insertion file server
AIT/Advanced Intelligent Tape (Logo)	TM	Sony Corp.	• magnetic tape for storing computer data, and computer hardware
Anycast	TM	SEL	• broadcast solution for the ability to acquire, manipulate, store and distribute video, audio and data digitally
APOS	TM	Sony Corp.	• machines that line up mechanical parts on conveyors
Artisan	TM	SEL	• color reference system
ASC (active signal correction)	TM	SEL	• television circuitry for signal sharpness and picture
At Your Service	TM	SEL	• warranty and service program for large size televisions
ATA	TM	SEL	• car stereo tuner activation
ATRAC	®	Sony Corp.	• optical disc players/recorders and recordable discs; pre-recorded optical discs featuring entertainment, education and research programming
ATRAC3 (word & logo)	TM	Sony Corp.	• Blank and prerecorded audio discs, tapes, and IC cards; sound recording and reproducing apparatus; computer application software
Audio Very Important Professional Club	SM	SEL	• club offering special promotion to end users of professional media
Audio VIP Club	SM	SEL	• club offering special promotions to end users of professional recording media
Auto Access	TM	SEL	• console television with doors use of a infrared sensor
Auto Clock (logo & word)	®	SEL	• VCR automatic clock setting feature
Auto Dialer	TM	Sony Corp.	• memory device in telephones
Auto ImageSet	TM	SEL	• feature of a display that automatically sets the image position, phase and pitch

## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
Auto Shutter	®	SEL	• micro floppy disks and disk drives
AutoAlert	TM	SEL	• e-mail notification software and liquid crystal display panel
Automatic Music Sensor	TM	SEL	• track selection
AV Laser	®	Sony Corp.	• video disk system
BabyCall	®	SEL	• monitoring system
Backglow	TM	SEL	• display panel on a personal CD player
Because There's So Much More to Hear	TM	SEL	• super audio compact disc players
Beta Hi-Fi	®	Sony Corp.	• videotape recorders, video tapes and VCRs
Beta, plus design	®	Sony Corp.	• VTR, video cameras, projection televisions and video accessories including recorded and unrecorded videotape
Beta/Plex	TM	SEL	• broadcast signal transmission system
Betacam	®	Sony Corp.	• combination video camera and VCR and blank tapes
Betacam SP	®	Sony Corp.	• video camera, VCR
Betacam SX	®	Sony Corp.	• video recorder, camcorder, tape and tape format
Betacart	®	Sony Corp.	• videocassette recorders and players, pre-recorded and unrecorded videocassettes
Betamax	®	Sony Corp.	• video recorders/players
Betamovie	®	Sony Corp.	• VCR, cameras, recorders and tapes
BetaScan	®	Sony Corp.	• videotape recorders
BetaScanII	®	Sony Corp.	• videotape recorders with a picture search feature in playback mode that is capable to operating at different speeds
BetaSkipScan	TM	SEL	• VCR
Bidirex	TM	SEL	• videotape editing units
BiERA	TM	Sony Corp.	• software for sharing and editing digital content; hard disk drive
BitCorder	TM	Sony Corp.	• data recording apparatus for personal computer
BitStream	®	SEL	• stand alone encoder/conversion system
Blue ICS	TM	Sony Corp.	• broadcast production system; switches, switch control panels; DME units, software
Bluespace	TM	Sony Corp.	• utility function for PCs that provides wireless connection for communication devices
BoxEdit	®	SEL	• software with information on car stereo, speaker enclosure design
Brightview	TM	SEL	• projection television screen
Brilliant Color and Sound	TM	SEL	• video cassettes
Cable Mouse	®	Sony Corp.	• controller for a television decoder
Cappra	TM	Sony Corp.	• digital still camera, video cameras
Carbonmirror	TM	Sony Corp.	• videotape, backcoating
Carrier Gate	TM	Sony Corp.	• Wireless LAN access boxes and PC cards, for consumer use, enabling multi-user Internet access
Cassette-corder	®	Sony Corp.	• portable tape recorders
Catseye	TM	SEL	• digital camera system
CCD IRIS	®	Sony Corp.	• shutter mode; video cameras
CCD Protection Plan	SM	SEL	• warranty/service program for professional CCD cameras
CD Complete	®	SEL	• software package containing programs for creating and labeling CD-ROMs and audio CDs, formatting writeable CDs, file maintenance and for hard drive backup purposes
CD Complete Pro	®	SEL	• same package as above, for professional/business market
CD Extra (logo)	®	Sony Corp.	• pre-recorded CD-ROM discs featuring music and multi-media capabilities

## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
CD Extreme	TM	SEL	• computer software for production of CD-ROMS
CD TEXT (logo)	®	Sony Corp.	• compact disc players and CDs
CD-IT	®	Sony Corp.	• unrecorded audio tape
CD-IT Pro	TM	Sony Corp.	• unrecorded audio tape
CD-ROM (key-shaped logo)	TM	SEL	• technical bulletins and repair parts pricing information on professional broadcast products
Cell	TM	SEL	• personal audio products
Century Media	TM	Sony Corp.	• WORM optical disk
Cerasin Chassis	TM	Sony Corp.	• pick-up mechanism for CD players
Change the Way You Hear the World	TM	SEL	• digital personal stereos
Change The Way You Remember The World	TM	SEL	• digital camcorder, digital still image camera
Change the Way You See the World	®	SEL	• digital camcorder, digital still image camera
Channel Magic	TM	SEL	• TV channel on-screen display and selection
Childloc	®	SEL	• feature of VCR; circuitry which freezes the control of the VCR
Choose Your Definition	TM	SEL	• 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
Chromalloy	TM	Sony Corp.	• digital video editing system function name
CineAlta	TM	Sony Corp.	• digital video production system
Cinema 8	®	SEL	• video club
CineMotion (word & logo)	®	SEL	• televisions and television function for improved images
Cinenet	TM	SEL	• software program for cardiologists
Cineza (word & logo)	TM	Sony Corp.	• Home entertainment projector
Clear Scan	TM	Sony Corp.	• video camera circuitry
Clear Scan 25	TM	SEL	• automatic channel selection for cordless telephones
Clear Voice (logo only)	TM	Sony Corp.	• micro cassette recorders; voice enhancement
ClearEdge VM	TM	SEL	• picture enhancement technology for televisions and projection televisions
Click To DVD	TM	Sony Corp.	• software
CLiÉ (word & logo)	TM	Sony Corp.	• Handheld; Paint (software); Remote Commander (software); Game Controller
CLiÉ Files	TM	Sony Corp.	• Application software
CLiÉ Launcher	TM	Sony Corp.	• Application software
CLiÉ Memo	TM	Sony Corp.	• Application software
Clip Motion	TM	Sony Corp.	• Electronic still camera
ClipEdit	TM	Sony Corp.	• computer software for editing of sounds and images for broadcast use
Cliplink	TM	Sony Corp.	• editing feature that records indexing on videotape
ClipMaster	TM	SEL	• software
ClipServer	TM	Sony Corp.	• computer software that enables editors and journalists to edit images
CM Micro Cassette Memory (logo)	TM	Sony Corp.	• video cameras; video cameras combined with video tape recorders and/or players; video tape recorders and/or players; and blank video tapes
Color Pure Filter	TM	SEL	• Trinitron® TV circuitry
Commercial Pass	®	SEL	• video cassette recorder feature
Completing the Picture	TM	SEL	• professional video production equipment
Conductor	TM	SEL	• software for multimedia language learning system
Confer – Corder	®	SEL	• dictating machines

## 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>

## 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>1/2" 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: ® 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 Style³	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>

## 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>



## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
EZ Editor	®	SEL	• home video editing kit
Ezfit	TM	SEL	• flexible telephone ear piece
ezFIX	SM	SEL	• photo enhancement service (ImageStation)
EZ-Flip	TM	SEL	• remote control for television
EZ Memories	TM	SEL	• photo editing kit
Farad	®	Sony Corp.	• video disc recorders
FD Trinitron/WEGA logo	®	Sony Corp.	• televisions
FELICA (logo)	®	Sony Corp.	• contactless card system, for use as railway tickets, credit and identification cards.
Film Station	TM	Sony Corp.	• thermal printers for reproductions of medical images; and unexposed thermal printing films, all for use in medical institutions.
Flash Focus	TM	SEL	• automatic convergence of cathode ray tubes; button
Flat Out Better	TM	SEL	• slogan for televisions and computer monitors
Flexicart	®	SEL	• multi cassette (videotape) changer; playback system; tape libraries
Flexsys	®	SEL	• disk-based video playback system for broadcast and cable television markets
Fontopia	®	Sony Corp.	• headphones, earphones, jacks and cases
For mature audiences only.	TM	SEL	• slogan for car stereo
For The Kids	SM	SEL	• program which donates products to hospitals
Forget-to-Set	TM	SEL	• telephones
Full Color Sound	®	SEL	• tape
Game Sync	TM	SEL	• plug in port of a bookshelf stereo system for computer game consoles
Game Xpand	TM	SEL	• speaker system
G-Brace (word & logo)	TM	Sony Corp.	• 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
G-Chassis	TM	Sony Corp.	• base for amplifiers, Construction
Get A Grip	TM	SEL	• autosound slogan for joystick style remote controls
Get It Backwards	TM	SEL	• headphones
Giga Pocket	TM	Sony Corp.	• computer software which enables a user to play, record, edit and manage collections of sound, image and data signals on a personal computer
Giga Vault	TM	Sony Corp.	• detachable/portable hard disk drive
GIGAMO	TM	Sony Corp.	• magneto optical discs and discs
Glasstron	®	Sony Corp.	• audio/video headset; personal LCD monitor
Gold Plug	®	Sony Corp.	• headphones and earphones
GoldPlus	®	SEL	• repair service for professional audio and video equipment
G-Protection	TM	Sony Corp.	• portable CD players
Grand Wega	TM	Sony Corp.	• 60" LCD rear projection television
Graphic Picture Enhancement	TM	SEL	• computer display feature for different viewing applications; mode
Great Products Great People	TM	SEL	• direct sales marketing slogan for personal computers, monitors, printers, peripherals, and other products
G-Station	TM	SEL	• mini bookshelf stereo system
GVIF	TM	Sony Corp.	• personal computers, monitors, expansion boards, cables (Gigabit Video Interface technology)



## 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	
Hyper HAD	®	Sony Corp.	• consumer electronic products
Hyper Metal	TM	SEL	• sensor in video cameras
HZDM	TM	Sony Corp.	• tape read head mechanism; laminate head
i.LINK ("LINK" is always upper case, "i" lower case)	?	Sony Corp.	• digital video multi-effect generators and operating software
ICY-shot	®	Sony Corp.	• interface, connector, port
ID Telephone	TM	Sony Corp.	• digital still camera for use with microscopes for biological, industrial and scientific purposes
IDO	®	Sony Corp.	• telephones
IE / Ion Energy (stylized)	TM	SEL	• Integrated Duplication Operations software which controls the operation of video tape duplication machines; personal computers, interface cards, monitors, and connecting cables
Image Is Everything	®	Sony Corp.	• batteries.
ImageStation	TM	SEL	• professional video cameras
Imagine That	SM	SEL	• web site related to photographic services
Indextron	TM	SEL	• distance learning systems
InfoLithium	®	Sony Corp.	• CRT for color video projectors and color TV
Infostick	®	Sony Corp.	• battery; rechargeable battery packs
Innovation At Work	TM	Sony Corp.	• integrated circuits; personal computers, PDAs, video cameras, still cameras, audio and/or video players/recorders and telephones
Inside Track	TM	SEL	• LCD projectors, CRT projectors, monitors, video wall displays
Inside E-Track	®	SEL	• newsletter for credit card service
Integrated System Commander	®	SEL	• online newsletter for credit card service
Intelligent Dialer	TM	SEL	• remote control for TV
Intellilight	TM	SEL	• automatic dialer/calculator/data base
IS (ImageStation logo)	TM	Sony Corp.	• computer display monitors & application software
	®	SEL	• web site for digital imaging and photographic services

## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
Isara	®	SEL	• master control switcher
It's all about U	TM	SEL	• digital still cameras and accessories
Izziton	®	SEL	• status light on a VCR for use in medical field
Jfutura	TM	SEL	• web-based user interface toolkit
JJTRON	TM	Sony Corp.	• large screen display
Jog Dial	®	Sony Corp.	• control switch for wireless telephone, navigator when used in regard to pagers-operation
JogDial	TM	Sony Corp.	• utility/control used within VAIO computers and CLIE handhelds
Jog Dial (logo)	®	Sony Corp.	• telephones, computers, audio/video disc players, VCRs, radios
JumboTron	®	Sony Corp.	• large screen TV and video display
LANBACKER	TM	SEL	• tape streamer
LANC (logo only)	®	Sony Corp.	• interconnector between two pieces of audio/video equipment
LaserLink	®	Sony Corp.	• wireless connection feature of camcorder
Learn From the Leaders	®	SEL	• training, maintenance and repair seminars for professional audio and video equipment users
Legato Linear	®	Sony Corp.	• audio amplifiers and receivers consisting of amplifiers and tuners
LightSensor	TM	SEL	• TV feature; color adjustment system
Liv (word & logo)	TM	SEL	• 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
LPEC	TM	Sony Corp.	• audio (voice) compression technology
Lumisponder	®	Sony Corp.	• automatic picture control for TVs
Macro Storage Through Patented Micro Technology	TM	SEL	• data storage media
MacView	®	SEL	• cable adapter
Maestro	TM	SEL	• software for a language learning system
Magic Box (word and logo)	TM	SEL	• car stereo systems
MagicGate	TM	Sony Corp.	• copyright protection technology
MagicGate Type R	TM	Sony Corp.	• technology that protects the copyright of sound and image data
MG-R	TM	Sony Corp.	• technology that protects the copyright of sound and image data
Make the Internet Yours	TM	SEL	• service available on the Internet for storage of personal digital content
Marine Pack	TM	SEL	• waterproof cases for video camera/VTR
Making Business Pleasure	TM	SEL	• liquid crystal display projectors and videoconferencing systems
Marine Pack	TM	SEL	• waterproof cases for video camera/VTR
Matrix Sound	TM	Sony Corp.	• hi-fi sound systems as a component of color TV
Matrix Surround	TM	SEL	• television consoles
Mavica	®	Sony Corp.	• magnetic still cameras, video cassettes and magnetic discs
Mavica	TM	Sony Corp.	• photo printer
Mavicap	®	Sony Corp.	• data storage units using floppy discs to store image signals and data
Mavicard	®	Sony Corp.	• magnetic card for recording audio visual signal
Mavigraph	®	Sony Corp.	• printer for camera with magnetic recording disk
Mavipak	®	Sony Corp.	• video still camera, video disc duplicators, viewers, printers

## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
MAX TV	TM	SEL	• home theater systems slogan
Max-8	TM	SEL	• c-mount video camera recorders • home theater systems
Maximum Television	TM	SEL	• home theater systems
Maximum TV	TM	SEL	• connecting interface for tape players/recorders, disc players/recorders, radios
MD Link (Logo)	®	Sony Corp.	• connecting and remote control interface for tape players/recorders, disc players/recorders, and radios
MD Link Plus	TM	Sony Corp.	• magneto-optical discs; audio/ video disc drives, players/recorders
MD View	TM	Sony Corp.	• portable mini disc player
MD Walkman (logo only)	®	Sony Corp.	• 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
MDLP (word)	TM	Sony Corp.	• application software (DVD player software)
Media Bar	®	Sony Corp.	• application software for control of a component audio system
Media Communicator	TM	Sony Corp.	• videotape set with technical information about videotape
Media Forum	TM	SEL	• image processing software
Media Mover	®	SEL	• application software
Media Park	TM	Sony Corp.	• on-screen program guide
Media Window	TM	SEL	• electronic medical monitoring equipment
Medical Electronics "CADUCEUS" Design	TM	SEL	• AM/FM radio cassettes player/recorder
Mega Bass	®	SEL	• radio/cassette players and recorders
Mega Bass Port	®	Sony Corp.	• personal TV, AM/FM radio
Mega Watchman	®	SEL	• audio CD changers and players
MegaStorage	®	Sony Corp.	• telephone feature which allows assignment of a distinctive ring for up to twenty numbers
Memory Match Ringing	TM	SEL	• IC recording media; digital data storage; digital storage media; memory cards
Memory Stick (word & logo)	®	Sony Corp.	• 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.
Memory Stick	TM	Sony Corp.	• 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
Memory Stick Duo	TM	Sony Corp.	• application program, software
Memory Stick Export	TM	Sony Corp.	• application program, software
Memory Stick Import	TM	Sony Corp.	• remote control
Menu Disc	TM	SEL	• feature of DVD remote control unit
MenuNav	TM	SEL	

## 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
Musclub (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

## 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> </ul>
NAVITUS (word & logo)	TM	Sony Corp.	<ul style="list-style-type: none"> <li>remote control unit</li> </ul>
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>
Newsbase	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>

## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
PictureToy	TM	Sony Corp.	• software
PJ CALC!	®	Sony Corp.	• projection systems, software and discs for projection systems
PJNet!	TM	SEL	• software
PJ Projects!	TM	SEL	• software
PlasmaPro	TM	SEL	• computer and display monitors
Plasmatron	®	Sony Corp.	• flat panel TV displays
Plasma WEGA	TM	Sony Corp.	• flat panel television
Platinum Plus	®	SEL	• service program for professional broadcast, audio and video equipment
Playlist Builder	TM	Sony Corp.	• user interface application software
PlayStation	®	Sony Computer Entertainment	• computer game; video game system
Plug and Present	TM	SEL	• presentation display monitors
Polygoneater	®	Sony Corp.	• computer graphics software
Power Burn	TM	Sony Corp.	• CR-R/RW drives, DVD-R-RW/+RW drives
Power Cinema	TM	SEL	• VCRs
Power HAD	TM	Sony Corp.	• video cameras for professional use
Power HAD WS	TM	Sony Corp.	• CCD chip for video cameras
Powerful for Work, Portable for Play	®	SEL	• CD drives
Precision Drive	TM	SEL	• DVD drive system
Premiere	SM	SEL	• service program for high-end video product servicers
PremierePro	TM	SEL	• computer displays
Pressman	®	Sony Corp.	• audio cassette recorder
Precision Cinema Progressive	TM	SEL	• progressive scan feature in digital video disc players
Prestige	TM	SEL	• videoconferencing system
Print By Sony (logo only)	TM	Sony Corp.	• papers, photographs, inking ribbons; computer printers and digital photographic printers
PRO 8	TM	SEL	• video camera/recorder
Pro DAT Plus	TM	SEL	• audio cassette
Profeel	®	SEL	• component TV
Program Palette	TM	SEL	• A/V presets for televisions
Projector Station	TM	SEL	• software that will control a network of LCD projectors
Pro-Optic	TM	SEL	• rear projection TV system and components
ProSound	®	SEL	• noise reduction circuitry for cordless telephones
Proven Storage in a Small Format	TM	SEL	• data tape cartridges
PSYC (word & logo)	® (for both)	SEL	• personal audio products including tape players/recorders, disc players and radios
PUPPY	®	Sony Corp.	• electronic fingerprint verifying unit which can identify the user
Pyxis		Sony Corp.	• global positioning system
Qbric	TM	Sony Corp.	• audio components, micro component system
QIC (logo)	TM	Sony Corp.	• data cartridges
QS 2.4 (logo)	TM	SEL	• telephones
QSDI	TM	Sony Corp.	• professional video editing equipment
Quadrastation 2.4	TM	SEL	• telephones
Quartet	®	Sony Corp.	• videoconferencing system
Quick Flip	TM	SEL	• CD dubbing application
Quick Start	TM	SEL	• laser disc start-up system
Quickset	TM	SEL	• programming timer dial on a VCR
R <sup>2</sup> Reality Regenerator (logo only)	®		• video cassette recorder feature which will restore an image from an old or worn videotape to its original quality

## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
Rapid Access	TM	SEL	• tape transport system for VHS VCR
ReadyCharge	TM	SEL	• battery recharger for camcorder battery
Ready-Focus	®	SEL	• 3 zone fixed focus video camera lens
Reality Regenerator	TM	SEL	• video cassette recorder feature which will restore an image from an old or worn videotape to its original quality
Real-Time Storage Workhorse	TM	SEL	• magneto-optical disks
RealView	TM	SEL	• LCD for still image camera
Redefinition Television	TM	SEL	• televisions
Reflect What You Expect	TM	SEL	• slogan for consumer electronic products
Remote Commander	®	Sony Corp.	• remote control units
Repeat Learning System	®	Sony Corp.	• language learning system
Rewarding Recording	SM	SEL	• rewards program for MSC's preferred customers
Rewards Made to Order	TM	SEL	• service provided to business customers providing customized product brochure for their internal incentive rewards program
RITE	TM	SEL	• router interface and tally expansion option; switchers
RoomLink	TM	Sony Corp.	• network media receiver (audio and video)
Rotary Commander	®	Sony Corp.	• remote control for autosound equipment
RUVI	TM	Sony Corp.	• still image camera
S2	TM	SEL	• portable audio apparatus for consumer use
S2 SPORTS (logo)	TM	Sony Corp.	• portable audio apparatus for consumer use
SACD	TM	Sony Corp.	• prerecorded digital audio discs and players
SBM	®	Sony Corp.	• Super Bit Mapping circuitry's encoding
Scene Shuffle	TM	SEL	• editing feature of camcorder
Scrolling Channel Index	TM	SEL	• Split viewing screen function on a television
Scoopman	®	Sony Corp.	• DAT recorders/players
ScreenBlast	SM/TM	Sony Pictures	
SD (logo)	TM	Sony Corp.	• blank floppy disks
Search Media	TM	Sony Corp.	• CD-I players with monitor; blank and prerecorded CDs for research education and entertainment
SecondOpinion	SM	SEL	• service for storing and collaboration of personal digital content on the Internet
Seeing is Believing	TM	SEL	• large video display screens
Select	TM	SEL	• audio and video post-production, videotape duplication and video teleconferencing systems
Selfset	®	SEL	• VCR feature package
Servo Stabilizer	TM	SEL	• circuit for CD player
SetUp Log	TM	Sony Corp.	• function name of digital video cameras
SetUp Navi	TM	Sony Corp.	• function name of digital video cameras
Shigei	TM	SEL	• television stand
Shot Box	®	Sony Corp.	• video switcher and video effects generator
Side Shot	TM	Sony Corp.	• LCD projector products for home use
SignalSeeker	®	SEL	• LED, satellite signal level meter
SiteLink	TM	SEL	• software for communication between broadcast locations
SlimDock	TM	SEL	• docking station for PCs
S-Link	TM	SEL	• cable; connector between audio and video equipment that allows for interaction
Smart Control	®	Sony Corp.	• video cameras for security use; technology for low light applications
Smart Label	TM	SEL	• automatic indexing feature of a video cassette recorder
SmartDome	TM	Sony Corp.	• video cameras for security use



## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
SmartFile	®	Sony Corp.	• electronic indexing system; video cassette recorders
SmartProjector	TM	SEL	• LCD projector
Smart-Start	TM	SEL	• digital camera package with related products
S-Master	TM	Sony Corp.	• 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
SmoothScan	TM	SEL	• feature of DVD/VCR players; playback mode
SmoothScreen	TM	SEL	• noise reduction feature in television
Snap Shot	TM	SEL	• television feature that can freeze an image on screen
Snoozinator	TM	SEL	• clock radio alarm feature
SoftwarePlus	®	SEL	• software maintenance service providing customers with software support and upgrades
Solar Window	TM	SEL	• panel on camcorders
Soloist	TM	SEL	• software and component of a language learning system
SonicFlow	TM	Sony Corp.	• application software for PCs
SonicStage	TM	Sony Corp.	• application software for PCs
Sony (logo)	®	Sony Corp.	• all products
Sony Card	SM	Sony Corp.	• credit card services
Sony Data Storage. When the Data Really Matters.	TM	SEL	• data storage media
Sony Express	®	Sony Corp.	• car stereos
Sony Graphics (logo)	TM	Sony Corp.	• stationery printed matter including cards, calendars and diaries
Sony Innovators	SM	SEL	• program to honor and support African-American film and music artists
Sony-Matic	®	Sony Corp.	• battery operated dictating machine
Sony Mobile (logo)	®	Sony Corp.	• 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
Sony Module Express	®	Sony Corp.	• board or module replacement service program
Sony Security Systems (design)	TM	SEL	• security systems comprised of television camera and monitors
Sony Style	®	Sony Corp.	• magazine
Sony Style	SM	Sony Corp.	• retail shop services for general merchandise and electronic retailing services via a global computer network for general merchandise
Sony Style Connect	SM	Sony Corp.	• internet service provider (ISP) providing electronic mail capabilities and browsing of a global computer network to subscribers
Sony Wonder	®	Sony Corp.	• audio and video tapes
Sony Wonder	®	Sony Corp.	• technology exhibits
Sound Is Meant To Be Heard, Not Seen	TM		• slogan used to promote new in-wall speaker system for use with a home audio system, will appear on packaging, advertising materials and websites
Sound-Sensor	TM	SEL	• baby monitoring system feature
Spec Pro	TM	SEL	• software for copywriters and typesetters, allowing input of information in several common applications
Special Cleaning Mechanism (logo)	®	Sony Corp.	• floppy disc feature



## 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>
Sprensa	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>

## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
SuperBetamax	TM	Sony Corp.	• VCR
SuperBright	TM	Sony Corp.	• video projector
Superbrix	TM	Sony Corp.	• electron gun
SuperLite	TM	SEL	• LCD projectors
Supersite	TM	SEL	• videoconferencing system
SuperSlim	TM	SEL	• presentation monitors for use in business and professional markets
SuperSlim Pro	TM	SEL	• notebook computer
SuperSmart	TM	SEL	• LCD projector
SuperStation	®	SEL	• tape backup drive
SuperTheater	TM	SEL	• LCD projector and flat panel Displays
SupportNET	SM	SEL	• repair services for professional audio and video electronic equipment
Supremas (word mark only)	TM	Sony Corp.	• blank magneto-optical discs and optical discs for audio video and computer data
Swing Search	TM	SEL	• VTR component bi-directional playback apparatus
SwivelScreen	TM	SEL	• camcorder shooting options; display monitor
Sxnet	TM	Sony Corp.	• editing systems, VTRs, software, monitors, PCs
Symphony	®	SEL	• language learning system
Synchro Edit	TM	Sony Corp.	• VTR and players
System G	TM	Sony Corp.	• digital effects generator
System Link	TM	Sony Corp.	• connecting cable for an interactive entertainment system
SystemAlert	TM	SEL	• monitoring of software-based Broadcast systems via a telephone line
SystemWatch	TM/SM	SEL	• a diagnostic built into a newsroom system; maintenance and repair service for professional broadcast products
Tab Marker Indexing System	TM	SEL	• electronic searching apparatus on VCR
Tape Guide	TM	SEL	• memory feature of a VCR
TECHNOLOOK (logo)	TM	Sony Technoworks	• microscopes
TechPort	TM	SEL	• RMEG newsletter
Tele Plus	TM	SEL	• promotional campaign for dealers of BPPG products
Telecommunications Logo	TM	SEL	• telephone answering machine, cordless telephones, and telephone clock radios
Tele-File	TM	Sony Corp.	• disc, video and audio tape recorders/players; blank video and audio tapes, blank video and audio discs, index labels containing integrated circuits
Telepix	TM	Sony	• still picture transmitting and receiving system used in security systems
The Art of the Image	TM	SEL	• slogan for medical and electronic photography divisions
The Big Screen For Small Rooms	TM	SEL	• 41" projection televisions
The Definition of Definition	TM	SEL	• high definition computer displays
The Image, Pure and Simple	TM	SEL	• Medical Division tag line
The Leader in Digital Technology	TM	SEL	• digital consumer products
The Leader in Digital Audio	TM	SEL	• digital audio products
The Leader in Optical Disc	TM	SEL	• consumer video products
The Official Currency of Playtime	SM	SEL	• credit card services
The Proof is In the Match	TM	SEL	• tabloid-sized network proofing printer
The Repeater	®	Sony Corp.	• language learning system
The Sony Card	SM	Sony Corp.	• credit card services

## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
The Sony Partnership	®	Sony Corp.	• discount services for members in the field of video equipment
The Tape With A Brain	TM	SEL	• storage tape cartridges
The Values That Unite Us	TM	SEL	• 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;
There's A Story Behind Every Image	TM	SEL	• ImageStation services
Three oval design mark	®	SEL	• color television
Touch Pad Commander	TM	Sony Corp.	• remote controllers for audio/video disc players and recorders, video game apparatus, personal computers and peripherals
TrakCam	TM	SEL	• video camera for a videoconferencing system
Trans Com	®	Sony Trans	• passenger entertainment Com systems
Trilogy	TM	SEL	• videoconferencing system
Trinicom (logo)	®	Sony Corp.	• videoconferencing roll-about system
Trinicom (word)	TM	Sony Corp.	• videoconferencing roll-about system
Trinicon	TM	Sony Corp.	• video cameras
Trini-lite	®	Sony Corp.	• lights for giant television screens
Trinitone	®	Sony Corp.	• color adjustment temperature switch for televisions
Trinitron	®	Sony Corp.	• televisions and monitors
Triple X Program	SM	SEL	• service and warranty program for purchasers of DVD equipment
TruEye	TM	Sony Corp.	• function of digital video camera
Turbo	®	Sony Corp.	• earphone and headphone circuitry
Turbo Gain	®	Sony Corp.	• programmable component of video cameras for professional use
Twin Charge	TM	SEL	• dual battery system for telecommunication products
Twin Turbo	TM	Sony Corp.	• audiocassette tape
Twin-View	TM	SEL	• picture-in-picture TV feature
UBS Uniform Brightness Screen (logo)	TM	SEL	• television technology which provides improved picture image
U-ceiver	®	Sony Corp.	• radios, transceivers, microphones, headphones, earphones
Ultimate Color and Sound	TM	SEL	• video cassettes
Ultra Personal	®	SEL	• LCD projectors
U-matic	®	Sony Corp.	• videotape recorders and cassettes
UniCommander	®	SEL	• remote control
UniDome	TM	SEL	• dome security camera
Uniform Brightness Screen	TM	SEL	• television technology which provides improved picture image
UniLink	TM	SEL	• audio/video interface, changer, controller, remote control
Unimatch	®	SEL	• microphones and interchangeable plugs and parts therefore
UniPak	TM	SEL	• camera, varifocal lens and camera housing for a security camera
Upgrade Your Image	TM	SEL	• display monitors
USB Direct Connect	TM	SEL	• software to launch ImageStation website when a USB device is connected to a computer
U-Scan	TM	SEL	• high speed picture search for VCR
UVWT	®	Sony Corp.	• blank videotapes for professional use
UX Turbo	TM	Sony Corp.	• audio cassettes
V (word and logo)	®	Sony Corp.	• videotape cassettes
VAIO	®	Sony Corp.	• personal computer

## 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>

## Trademarks (continued)

Mark	Symbol	Owner	Product/Service
Walkman	®	Sony Corp.	• personal portable stereos
WANBACKER	®	SEL	• tape streamer product line
WAT	TM	SEL	• wireless audio transfer feature on mini hi-fi systems
WatchCam	®	Sony Corp.	• surveillance system
WatchCorder	TM	Sony Corp.	• time lapse video recorder
Watchman	®	SEL	• micro television
WatchSensor	TM	Sony Corp.	• surveillance system comprised of video camera, monitor and printer
WAV Link	TM	Sony Corp.	• software which enables voice message to be sent by e-mail
WaveHawk	®	SEL	• high frequency scanning receiver; portable RF scanner
WEGA (word & logo)	®	Sony Corp.	• televisions
WEGA Engine	TM	Sony Corp.	• television apparatus including, television receivers, video projectors, plasma display panels, liquid crystal displays and computer displays; video quality improving devices for the aforesaid goods
Wfine	TM	Sony Corp.	• CCD
When the Data Really Matters	TM	SEL	• data storage media
Where the Customer Is The One and Only	TM	SEL	• Sony Service (B & P Group) tag line
Where The Music Takes You	TM	SEL	• personal audio products
wisp.ear	TM	SEL	• telephone headsets
Workgroup	TM	SEL	• videoconferencing system
WorkStation	TM	SEL	• videoconferencing system
World Band Radio	®	SEL	• short wave radios
World Band Receiver	TM	Sony Corp.	• short wave radios
Worry Free	®	SEL	• 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
Worry Free Recording	TM	SEL	• low-power consumption camcorder
Write 'n Swipe	TM	SEL	• re-writable label
XBR	®	Sony Corp.	• color televisions
XBR	TM	Sony Corp.	• video cassette tape
XBR <sup>2</sup>	®	Sony Corp.	• color televisions
XBRITE	TM	SEL	• notebook computer
XPLÓD (word & logo)	®	SEL	• car stereo speakers
Xpri	TM	Sony Corp.	• video editing system
X-rated	TM	SEL	• slogan for car stereo
X-tal Lock	TM	SEL	• quartz crystal receiver for car stereo
XWIDE	TM	SEL	• active matrix; notebook PC
Your Digital Key To Information	®	SEL	• CD-ROM with technical bulletins on professional broadcast products
Z505 SuperSlim Pro	TM	SEL	• notebook computer
Zero Footprint Design	TM	SEL	• display with an easily removable tilt base allowing for wall or arm mounting
Zero Lux Shot	TM	Sony Corp.	• video cameras
Zoomeye	®	Sony Corp.	• video cameras, lenses

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