

Play nice: Intellectual Property Reminder for the 2006 International CES

While we realize most consumer technology professionals can recite the dos and don'ts of copyright, patent and trademark in their sleep, we'd be remiss if we didn't just give you a few brief reminders. We'll save the legal speak for your *International CES® Space Contract*, but here's a recap:

1. If you are using anything that is copyrighted, patented or trademarked in your exhibit, please make sure you're free and clear to use it (by way of royalties, fees or consent). As an exhibitor, you are responsible for taking care of these royalties and fees, and you would also be responsible for the fines that may be incurred if you don't.
2. If you own the intellectual property you're promoting at CES, you have nothing to worry about. If you don't, we might be put in a position where we could be forced to make you remove displays, shut down your booth or even cancel your space. We'd like to ask you a huge favor: Please don't make us do that.
3. If your products use technology from another company (as many tech products do), please get your licensing ducks in a row to avoid legal action by that company.

We will monitor the show floor along with companies looking for misuse of their intellectual property, and we will require exhibitors not complying with the rules to remove the unlicensed products and other problematic materials. Failure to comply with CES staff direction in this regard may result in sanctions up to and including your booth being closed down.

Additionally, CES will compile a list of companies displaying unlicensed products at the 2006 International CES®; repeat violations in future years may result in further sanctions against your company.

The continued success of CES as the premier showcase for consumer electronics innovation carries with it an obligation to respect and protect the intellectual property rights of technology owners. We take this obligation very seriously, and we look forward to working with you to ensure the integrity of our event. Thanks everyone.