Branding Guidelines for Palm Alliance Program Members

Introduction

Key relationships and partnerships are important facets of the Palm economy. To identify and promote the products and services that enhance the Palm economy, Palm, Inc. has created several new programs and program marks. Palm is committed to promoting these marks so Palm economy participants may leverage the marks' brand recognition on their own products and services.

The following guidelines will help you implement these new marks. Rigorous compliance with these guidelines is important to ensure that these new marks will be consistently recognized and understood by all of our customers and potential customers.

Please contact the appropriate program owner for additional information.

Palm™ Alliance Program

The Palm Alliance Program is a comprehensive program designed to empower software and hardware developers to create and deliver innovative, market-focused and effective solutions for the Palm OS® platform. The Palm Alliance Program is aimed at enhancing the business and technical environment for innovative solutions that will grow both the Palm economy and the businesses of Palm OS solution providers.

Program Marks

Palm Alliance Program participants can qualify to use one of the logos below depending on their level of participation. See the *Palm Alliance Program Guide* for more details.

| Global Alliance Member | Strategic Alliance Member | Premier Alliance Member | Select Alliance Member |

The **Palm Powered** logo is for use with devices that run the Palm OS. An OEM contract or Palm OS license with Palm Inc. is required to use this mark. The Palm Powered logo must be displayed on the front or back of the hardware product, on packaging, collateral, web sites, and in special cases, can be used as an ingredient brand in advertising. Please refer to the *Palm Powered Marketing Communications Guidelines* for specific usage rules.

COMPATIBLE SOLUTION

The Palm Powered Compatible Solution logo is for use with software that has passed Palm OS® compatibility testing and runs on the Palm OS. This mark may be obtained after passing third-party compatibility testing and completing a logo license agreement. The Palm Powered Compatible Solution logo may be used on screen shots, literature, packaging, web sites and other materials. Please refer to the *Palm Powered Compatible Solution Marketing Communications Guidelines* for specific usage rules.

The **Designed for Palm Handhelds** logo is for use with accessories and hardware peripherals that work with Palm™ handhelds. This mark may be obtained after passing third-party compatibility testing and completing a logo license agreement. Companies that use Palm tooling will be required to display this mark on their products. Other companies will be encouraged, but not required, to display this mark.

General Trademark Rules

Platform Terminology

When referring to handhelds manufactured and branded by Palm, Inc. such as the Palm IIIc handheld, use:

"Palm™ handhelds"

When referring to other devices running the Palm OS under license or OEM agreement from Palm, Inc. such as the Visor handheld and the Kyocera smartphone, use:

"Palm Powered™ handhelds"
        or
"Palm Powered™ devices"

The Palm Corporate Logo

The Palm logo should only be used to promote products and services offered and branded by Palm, Inc. Third parties should not use this logo to promote their own products or to indicate compatibility with the Palm OS. Instead, third parties should use the logos mentioned above. Please refer to the Palm Brand Guidelines for additional information.

Trademark Attribution

Long Form

In order to protect Palm, Inc.'s valuable intellectual property rights, all publicly distributed communications mentioning Palm trademarks should include an attribution block in the following format:

> Palm OS, Palm Computing, HandFAX, HandSTAMP, HandWEB, Graffiti, HotSync, iMessenger, MultiMail, Palm.Net, PalmConnect, PalmGlove, PalmModem, PalmPoint, PalmPrint, and the Palm Platform Compatible Logo are registered trademarks of Palm, Inc.

> Palm, the Palm logo, AnyDay, EventClub, HandMAIL, the HotSync Logo, MyPalm, PalmGear, PalmGlove, PalmPix, Palm Powered, the Palm trade dress, PalmSource, Smartcode, and Simply Palm are trademarks of Palm, Inc.

> The trademarks PalmPix, PalmPrint, PalmPowered and PalmGear are used under express license from Palm, Inc. by Eastman Kodak Company, Stevens Creek Software, Component Enterprises, Inc. and PalmGear H.Q. respectively.

Short Form

Of course, the attribution block may be shortened by removing any trademarks that are not referenced in either graphics or copy in a particular piece. For example, an advertisement containing references to HotSync technology, the Palm OS, the MyPalm portal and Palm m100 handhelds, should contain the following attribution block:

> HotSync and Palm OS are registered trademarks and Palm and MyPalm are trademarks of Palm, Inc.

Additional Information

Updated information regarding attribution for Palm trademarks, including what marks are registered can be found at:

> http://www.palm.com/about/iprights.html

Complete guidelines for correctly using Palm trademarks can be found at:

> http://www.palm.com/about/trademark.html