

ECD Systems, Inc. Logo and Trademark Usage Guidelines

Introduction

The technology leader in protecting valuable title assets during entire product life, ECD Systems, Inc. was founded in 1999. ECD is focused on providing robust protection for independent to large publishers against the theft of digital content throughout the life-cycle of a product. ECD has developed unique patent-pending technologies that combine to form the Digital Armor™ solution that protects a product from its earliest transfer from design studio to design studio, internal and external product testing and review, mastering and replication and finally, protection for when the product is in the hands of the end-user. By providing life-cycle product protection, ECD has taken a major step in preventing unplanned or unauthorized product releases. Additional information can be found at www.ecdsystems.com.

ECD Systems has gained rights to the proper and continuous usage of trademarks to identify its products and services. There is significant risk to the Company and product brand if a trademark is used improperly. Please use our trademarks properly by following these trademark usage guidelines.

What is a trademark?

A trademark, by law, is a phrase, name, symbol, design, word, sound, or color adopted and used by ECD Systems, Inc. to identify its products and services and to distinguish them from other products and services.

Trademarks are usually noted with either a ™ or a ® symbol. In the United States, a trademark that is noted by a ™ has not been registered with the United States Patent and Trademark Office and a trademark noted with an ® has been registered with the United States Patent and Trademark Office.

Trademarks may also be registered internationally and each country has different laws regarding the proper notation of trademarks.

General trademark usage guidelines

1. Use appropriate markings to attribute ownership of a trademark. Always use the correct capitalization of the product name and designate the trademark with the appropriate superscript trademark symbol immediately after the actual trademark. If ™ or ® are unavailable, you may use the appropriate parenthetical trademark designation: (TM) or (R). See below for usage.

Incorrect:

Digital Armor protects your digital assets from piracy with a multi-layered defense system.

Correct:

Digital Armor™ protects your digital assets from piracy with a multi-layered defense system.

2. Proper use of the ECD Systems trademarks. Always use trademarks as adjectives that describe the generic product. A trademark is an adjective to be used with the noun it modifies. Also, because a trademark is an adjective, it should never be used as a verb, a possessive or in the plural form. Never hyphenate or abbreviate the trademark.

Incorrect:

ECD Systems®' Digital Armor™'s robust technology protects against studio, pre-ship, pipeline and consumer theft.

Correct:

The robust technology of Digital Armor™ by ECD Systems® protects against studio, pre-ship, pipeline and consumer theft.

3. Do not use any ECD Systems trademark as your trademark, service mark, trade name, domain name, product name, or logo. ECD Systems trademarks identify the products and services of ECD Systems, Inc. No third-party may use any ECD Systems trademark as their trademark, service mark, trade name, domain name, product name, or logo.

You must have your own distinct trademark, service mark, trade name, domain name, product name, or logo that does not include ECD Systems trademarks. You may, however, referentially use the ECD Systems trademark in connection with your product, but please do not use a variation or abbreviation of an ECD Systems trademark.

Correct:

This PC game is protected by Digital Armor™ software.

4. Attribute ownership of any ECD Systems trademark to ECD Systems, Inc.

When you refer to a trademark, please include the following notice of trademark attribution where appropriate, such as on your product, printed materials, and online. This type of statement often appears in the footer of documents.

Correct:

ECD Systems, Digital Armor, LiftLock, Protection Overlay, and Digital Forensics are trademarks or registered trademarks of ECD Systems, Inc. in the United States and/or other countries.

Specific trademark usage guidelines

1. **Logos.** You may not use any ECD Systems logos without written permission from ECD Systems. All usage of trademark logos shall be pursuant to these guidelines and any other guidelines associated with that logo.

2. **Merchandise items.** You may not manufacture, sell, or give away any merchandise or premium items, such as T-shirts and mouse pads, bearing ECD trademarks or logos, except with written agreement from ECD Systems.

ECD Systems, Inc. Trademarks as of February 28, 2005

ECD Systems ®

Digital Armor™

LiftLock™

Protection Overlay™

Digital Forensics™

SAW™

Security Authoring Workstation™

Copy Protection That Pays You BackSM

The End to Piracy Starts at the BeginningSM

Raising Your Security Expectations...CompletelySM
