



AVID TRADEMARK USAGE GUIDELINES

Avid’s trademarks and the associated goodwill are valuable assets, and the proper use of these trademarks is very important to Avid. You may use Avid’s trademarks to identify Avid products, services, and promotions, provided that you comply with these guidelines, and, if you have an agreement with Avid, any other applicable terms contained in your agreement.

You may use Avid trademarks—but not logos, taglines or icons—to identify Avid products or services, provided that such references are truthful and fair, and are not misleading as to Avid sponsorship of or affiliation with you or your company, or endorsement of your products or services. You may use Avid trademarks with referential phrases such as “for use with,” “for,” “works with” or “compatible with,” as long as you do not suggest that Avid is the source of your product or that Avid endorses it.

When using Avid trademarks, the Avid trademark should be in text no larger than the surrounding text, and your trademarks should be more prominent than the Avid trademarks.

An Avid trademark should not be combined with any trademark, business name, or product or service name of another company. The Avid trademark may not be used in a manner that might create potential confusion as to the source of your products or services, or ownership of the Avid trademark. The Avid trademark may not be used in connection with anything disparaging of Avid, or its products, services, or employees. Avid trademarks should be used as adjectives with a generic term for the product or service, e.g., the Media Composer® software, and not as nouns or verbs. They should not be used in the plural or in the possessive. Do not shorten or abbreviate an Avid trademark.

Logos

Neither the Avid logo nor the other logos of Avid Technology may be used without the express prior written approval of Avid Technology. If such approval is granted, logos may be reproduced only from electronic files provided by Avid, without any modification. The size of the logo may be scaled, but the proportions and integrity of all elements of the logo must be maintained. A minimum amount of empty space must be left between the logo and any other object such as type, photography, borders, edges, etc. The required border of empty space must be equal to or greater than 50% of the height of the logo.

Trademark Notice

Avid maintains a [list of its trademarks](#) on its website. This list also states whether the ® symbol or the ™ symbol should be used in connection with the Avid trademark. In addition, when you use an Avid trademark, you should include the following attribution notice with your other trademark or copyright notices: “[Avid Trademark] is a trademark or registered trademark of Avid Technology, Inc. or its subsidiaries in the United States and/or other countries.”

These guidelines may be updated from time to time, and Avid may provide additional guidelines for specific trademarks. The current version of these guidelines is always available at www.avid.com.