

Active Voice, LLC

Trademark Usage Guidelines for Active Voice Resellers

The name *Active Voice* represents high-quality voice messaging, unified communications and computer telephony integration (CTI) products. Throughout the world, thousands of Active Voice products are deployed in almost every industry and bear the trademarks of Active Voice. Consequently, Active Voice trademarks are extremely valuable because they represent the standards of excellence and consistent quality associated with Active Voice. Proper use of Active Voice trademarks is important. The following guidelines were designed for our Authorized Dealers.

Referencing Active Voice® Trademarks in Text

Properly identify Active Voice brand products

Follow these guidelines when referencing Active Voice brand products in the text of your materials. See below for some examples of Active Voice brands and their descriptors. For a current list of registered Active Voice trademarks, please see below. Trademark registration symbols should be applied accordingly.

Active Voice® products
Repartee® unified messaging system
Reception® voice mail system
ViewCall® desktop call control application
ViewMail® visual messaging application
ActiveFax® voice mail and facsimile feature package
ActiveCare® professional services

Set Active Voice trademarks apart from other words or nouns they modify

The common way to do this is to capitalize the product name and use the appropriate trademark symbol and appropriate descriptor. You may also underline, italicize, or bold the name. Examples:

Correct: **After you install the *Repartee®* unified messaging system...**
Incorrect: **After installing Repartee systems you can...**

Use trademark notices

Include an attribution of Active Voice's ownership of the trademark(s) within the credit notice section of your documentation or advertisement. The format to follow is shown in the example below:

"Active Voice, Repartee and ViewMail are trademarks of Active Voice, LLC."

Do not shorten, abbreviate, or create acronyms out of Active Voice trademarks

Correct: **This phone switch integrates with Repartee® LX systems.**
Incorrect: **This phone switch integrates with RepLX systems.**

Do not use Active Voice trademarks in the possessive or plural form

Active Voice trademarks should never be used in the possessive or plural form, but should be introduced as a proper adjective followed by an appropriate descriptor.

Correct: **ACME Company purchased several Repartee® unified messaging systems.**
Incorrect: **ACME Company purchased some Repartees for its offices worldwide.**

Additional Guidelines for Advertising Collateral, Marketing, and Product Packaging

1. Do not imitate Active Voice logos, logotypes, trade dress, or other elements of Active Voice product packaging and Web sites in any of your materials, including advertising, product packaging, Web sites, and promotional materials.
2. Do not use any Active Voice trademark in any manner that expresses or implies Active Voice's affiliation, sponsorship, endorsement, certification, or approval of your product or company.
3. Do not place your company name, trademarks, service marks, or product names next to (or combine them with) a Active Voice product name on packaging, disk labels, or advertisements.
4. Do not use any Active Voice trademark in such a manner that it appears Active Voice is legally associated with your company, beyond your company's authorization to distribute authentic Active Voice products.
5. Do not market your products or services under names that are confusingly similar to the names of those Active Voice products you are licensed to distribute.
6. Display your company or product name more prominently than any Active Voice trademark on all materials.
7. Retain all copyright and trademark notices in Active Voice software and documentation from Active Voice. You must comply with any notice from Active Voice to change any of the copyright or trademark notices.
8. Market Active Voice products under the name and version numbers identified by Active Voice, and designate Active Voice trademarks with the appropriate ® and ™ symbols.
9. If requested, you must supply Active Voice with samples of finished product and marketing materials containing any Active Voice trademarks prior to distribution.
10. If you are aware of any trademark infringement actions that arise from your use of the Active Voice product name, advise Active Voice promptly.

Logo Use

1. **Logos.** Active Voice logos may only be used by our Authorized Dealers on printed collateral, signage, web graphics, and in presentations. The accredited press may use images for editorial purposes. All other use including, but not limited to copying, redistribution, or commercial use is prohibited without express written consent of Active Voice, LLC. If you wish to inquire about a particular logo please contact your Regional Sales Manager. See http://www.activevoice.com/Active_Voice/libraries/images/ for more information on the logos offered by Active Voice.



2. **Product Specific logos.** Active Voice product-specific logos and icons may only be used for limited advertising purposes under express written permission or agreement from Active Voice, LLC. No Active Voice brand elements or identity (including but not limited to product names, logos, designs, icons, photography, taglines, logotypes, trade dress, web site layout, product packaging, or colors arranged in a manner suggestive of Active Voice's Web sites) ("Elements") may be used other than as provided by Active Voice in writing. Active Voice reserves the right in its sole discretion to terminate or modify permission to display any Elements, and may request that you modify or delete use of any Element.



- 3. Active Voice Corporate Logo.** You may use the Active Voice Corporate logo without an express agreement or logo license pursuant to our Active Voice Corporate Logo Guidelines. Please contact your account manager, sales representative, or local Active Voice subsidiary for camera-ready art for the Active Voice Corporate logo.

Active Voice Corporate Logo Guidelines



The Active Voice Corporate logo (“Logo”) may only be used pursuant to the guidelines in this document to identify Active Voice Corporation, or Active Voice products or services. Any use that falls outside what is outlined herein is strictly prohibited.

1. The Logo may only be used by Authorized Dealers to reference Active Voice, LLC: (i) at the bottom of advertising, marketing collateral, or a web site that references the OEM’s connection with Active Voice (for example, the material states that the reseller is an authorized distributor of Active Voice products) provided that the area in which the Active Voice logo is used includes the corporate logos of two (2) or more software or hardware companies that have a similar relationship to the reseller, or, (ii) in an area of a web site, advertising, or marketing collateral exclusively dedicated to the sale of Active Voice products, and in such a manner that associates Active Voice software with the Active Voice Corporate logo.
2. The Logo may not be used on any reseller product casing or packaging.
3. The Logo may not be used in any manner that implies that any non-Active Voice materials, including but not limited to goods, services, web sites, or publications, are sponsored, endorsed, licensed by, or affiliated with Active Voice.
4. The Logo may not be displayed as a primary or prominent feature on any materials that do not come from Active Voice. Companies using the Logo pursuant to these guidelines must also display, in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
5. The Logo may not be imitated, or used as a design feature in any manner.
6. The Logo may not be used in a manner that would disparage Active Voice, LLC or its products or services.
7. The Logo must be used as provided by Active Voice, LLC with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words, artwork, or trademark symbols. The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.
8. Use only approved Active Voice logo artwork.
 - The Logo may appear in all black or reversed out to white. The Logo sine design may appear in the primary colors of blue, green, yellow, and red with Active Voice lettering in black.
 - The Logo must always be accompanied by the registered trademark symbol (®).
9. The Logo must always be at least 60 pixels in width.
10. The Logo must only appear in a horizontal position.
11. The Logo must stand alone and may not be combined with any other object, including but not limited to other logos, words, graphics, photos, slogans, numbers, design features, or symbols. The Logo must never be used to represent the word “Active Voice” in text, including in a headline, product-name logotype, or body copy.
12. The Logo must not be incorporated or used in any manner as part of, or in close proximity to another company’s name, domain name, product or service name, logo, trade dress, design, slogan, or other trademarks. The Logo must never appear with any other symbol or icon (except the registered trademark

symbol); contained within a box, circle, or other shape; or combined with any other name, logo, or icon to create a co-branded logo.

13. The attribution clause “Active Voice is a registered trademark of Active Voice, LLC” must accompany use of the Logo.
14. Neither the Logo nor the Active Voice name may be used in any reseller company name, product name, service name, domain name, web site title, publication title, or the like.
15. OEM advertising and product information should not mimic any Active Voice advertising, product packaging, or web site design.

Active Voice reserves the right in its sole discretion to terminate or modify permission to display the Logo, and may request that you modify or delete any use of the Logo that, in Active Voice’s sole judgment, does not comply with these guidelines, or might otherwise impair Active Voice’s rights in the Logo. Active Voice further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

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