

Keynesis, Ltd. Corporate Guidelines

Using Logos and Trademarks

Rev. 1-06.05

The following guidelines will show you the proper use of Keynesis' trademarks and logos.

TRADEMARKS

"Keynesis", "Lockngo", "Keynesis Portable Sweeper", "Portable Sweeper", "Portable Privacy" and the "Keynesis", "Lockngo", "Keynesis Portable Sweeper", "Portable Sweeper", "Portable Privacy" logos (hereinafter collectively referred to as "Keynesis Product") are trademarks of Keynesis Ltd.

USE THE CORRECT SYMBOL

When referencing to Keynesis trademarks, always include the proper notation after the name and logo (™ for Trademarks). Failure to do so dilutes our trademark protection. In text it is only necessary to annotate the first instance of the trademark in a given document or piece. After the first instance you may drop the ™ after the word. When using Keynesis' logos, always include the ™ symbol in every instance. Logos may only be used under explicit license from Keynesis.

KEYNESIS LOGOS

Keynesis and Keynesis product logos must be used as a stand-alone icon, without other logos and trademarks associated with it.

The graphical source files containing the Keynesis and Keynesis product logos shall be downloaded only from the www.keynesis.com website (under 'media-kit' section), and shall be used in a manner that will not reduce their quality.

“SMART SOFTWARE FOR PORTABLE DEVICES” TAGLINE

The tagline “Smart Software for Portable Devices” will be included with the main instance of the Keynesis logo.

KEYNESIS BRANDS & THIRD PARTY TRADEMARKS

Do not combine the Keynesis trademarks with third party trademarks. Third party names and logos cannot be used in conjunction with Keynesis logos in product names except to connote that Keynesis technology is included.

Keynesis brands and logos may not be used as part of the product name for any third party product.

COPYRIGHT STATEMENTS

Each name, term or mark that is a trademark must include the applicable mark and copyright statement when it is used.

PRODUCT PACKAGING

The Keynesis and Keynesis Product logos will appear on at least two sides of the packaging, one of which being the front side of the package. The tagline “Smart Software for Portable Devices” will be included with the Keynesis logo which appears on the front

side. When sold together with third party hardware (OEM), at least 20 percent (20%) of the total package area will be allocated for information which relates to Keynesis and/or Keynesis Products and their logos, of which at least half will be on the front side. The Keynesis website address – www.keynesis.com, will be displayed on at least one side of the package.

Special attention should be devoted to the correct use of Keynesis brands and logos on product packaging. Any Keynesis brand that is displayed on packaging should be attributed with the appropriate trademark symbol, the first time it appears on each side of the package. Any Keynesis and/or Keynesis product logo that is displayed on packaging should be attributed with the appropriate trademark symbol each time it appears on the package. A copyright statement, which is most commonly combined with copyright and patent information, should reference each Keynesis Product brands and logos that appears on the packaging. Ordinarily, this footnote appears on the back of the packaging.

HYPERLINKS

Keynesis' brands and logos may be used either as a static graphic or as a hyperlink, but only to the www.keynesis.com Home Page.

POWER POINT & OTHER PRESENTATIONS

Keynesis' brands and logos should always be attributed with the proper symbol and footnoted on all presentations that are displayed to the public (sales, trade shows etc). If a presentation is used internally, Keynesis' brands and logos should be attributed but need not be footnoted.

RESERVATION OF RIGHTS

Keynesis Ltd is the owner of all right, title, and interest in the Keynesis and Keynesis Product brands and logos. No person or entity may reproduce or use (or authorize the reproduction or use of) these brands and logos in any manner other than expressly authorized in written and in advance by Keynesis. Unauthorized use of keynesis brands and logos is strictly prohibited.

Keynesis may, at its sole discretion, modify its brands and logos at any time. Keynesis may request that you provide samples of any marketing, advertising, or other material that includes its brands and logos.



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