



SPYRUS Trademark Guidelines

SPYRUS Trademark Guidelines

This document describes how to acknowledge and use SPYRUS trademarks and how to acknowledge third parties whose products SPYRUS licenses. This document also includes a list of SPYRUS marks.

1 August 2004

SPYRUS®
<info@spyrus.com>
<<http://www.spyrus.com>>

© Copyright by SPYRUS, Inc. 2004. All Rights Reserved.

This document is provided only for informational purposes and is accurate as of the date of publication. This document may not be distributed for profit. It may be copied subject to the following conditions:

- All text must be copied without modification and all pages must be included.
- All copies must contain the SPYRUS copyright notices and any other notices provided herein.

Trademarks

SPYRUS, the SPYRUS logos, LYNKS Privacy Card, Security In A Box, Rosetta, SPEX/, SPYCOS, Multi session, Hydra Privacy Card, Talisman/DS, Cryptocalculator, and WebWallet are registered trademarks of SPYRUS. LYNKS Metering Device, IES, Personal Access Reader, Signet, Talisman/SAM, WEBREG, and WEBSAFE, are trademarks of SPYRUS.

Terisa Systems is a registered trademark, and SecureWeb Toolkit and SecureWeb Payments are trademarks of Terisa Systems, Inc., a wholly-owned subsidiary of SPYRUS.

Contents

ACKNOWLEDGING MARKS	2
Using a SPYRUS Mark	2
Marking With TM or ®	2
Attributing Ownership	2
Acknowledging RSA	3
SPYRUS Trademarks in Third-Party Product Names.....	3
STYLE AND USAGE	5
Abbreviations.....	5
Symbol Usage	5
Grammar Usage	5
GRAPHIC STANDARDS.....	7
The SPYRUS Logo	7
Color	7
Diagramming Distances.....	8

Acknowledging Marks

Using a SPYRUS Mark

For information about how to use a SPYRUS logo form or trademark on a Web site, refer to the SPYRUS page at http://www.spyrus.com/content/company/Trademarks_N7.asp.

Prior to any use not specified on the Web page, please submit a written request to SPYRUS at the following address:

SPYRUS, Inc.
Attn: Legal Department
2355 Oakland Road, Suite 1
San Jose, California 95131

Marking With TM or ®

The purpose of the TM or ® symbol next to a mark is to provide notice that SPYRUS owns the mark.

The manner in which a mark is used is very important. To ensure proper trademark identification on materials that will be distributed or presented within the United States, either TM or ® should appear after the *most prominent* (or if none is prominent, *the first*) occurrence of the mark in any advertisement, publication or packaging. Once labeled, this identification normally does *not* need to appear with each subsequent use of the mark.

Attributing Ownership

In addition to the use of the TM or ® symbols, a legend must appear that indicates SPYRUS is the owner of the indicated marks. (This legend can appear in a small, but legible print.) The legend should read:

“[List of all SPYRUS marks used, beginning with “SPYRUS” and “the SPYRUS logo” (if used), followed by other SPYRUS marks in alphabetical order] are trademarks of SPYRUS, which are registered in certain jurisdictions; [Marks of all other companies can be collectively acknowledged by saying] All other trademarks are the property of their respective owners.”

Acknowledging RSA

SPYRUS is obligated to identify RSA's copyrighted software included in the following products:

SecureWeb Documents
SecureWeb Toolkit
SecureWeb Payments
TLS-Gold Development Toolkit
DeviceSSL Development Toolkit

The obligation extends to *all materials* relating to these products. The identification must appear as shown immediately below and must be placed on material *before* it is *distributed*.



SPYRUS Trademarks in Third-Party Product Names

SPYRUS trademarks may not be used by a third party as part of that party's product, service, or trade name, without an express written agreement permitting such use.

Licensees should consult their agreement with SPYRUS to determine whether and under what circumstance SPYRUS trademarks may be used.

SPYRUS Trademarks

Following is a list of the trademarks and logos SPYRUS claims to own. It shows the proper way to spell, punctuate, mark and typographically display the logos and trademarks.

To ensure proper usage, please review this document before using a mark.

Spyrus Marks

From Smart Cards ... to Smart Solutions™

Hieroglyphics logo ® on the logo design

Lynks Metering Device™

Lynks Privacy Card®

Hydra Privacy Card®

Rosetta®

SPEX/®

SPEX/®2

SPYCOS®

Security in a Box®

Cryptocalculator®

Multisession®

WebWallet®

SPYRUS® ® on the logo design

Personal Access Reader™

Signal Identity Manager™

Talisman/DS®

Talisman/SAM™

TLS Gold™

TLS Platinum™

DeviceSSL™

WEBREG™

Terisa Systems®

Style and Usage

Abbreviations

Marks must never be abbreviated or used as part of an acronym.

Symbol Usage

Always use the registration symbol, “®”, for registered marks and the approved form of notice for unregistered marks, “™”, with the *most prominent* (or if none is prominent, *the first*) occurrence of the mark.

Grammar Usage

- ◆ *Always* use a mark as a proper adjective modifying the generic name of the product or service. *Never* use a mark as a noun or verb.

CORRECT SPYRUS® products provide security for your electronic mail.
INCORRECT SPYRUS® provides security for your electronic mail.

- ◆ Use a mark *only* to identify the *product* of its owner.

CORRECT The XYZ network uses the SPYRUS® security programs.
INCORRECT XYZ network uses SPYRUS® programs.

- ◆ *Never* use a possessive form of the mark.

CORRECT One of the most important characteristics of the Lynks Privacy Card® is its flexibility.
INCORRECT The Lynks Privacy Card’s® flexibility is one of its the most important characteristics.

- ◆ *Never* use a plural form of the mark.

CORRECT The Lynks Privacy Card® products are the tools of the future.
INCORRECT The Lynks Privacy Cards® products are the tools of the future.

- ◆ *Never* vary the spelling, add or delete hyphens (even for normal hyphenation at the end of a line of text).

CORRECT The Lynks Privacy Card[®] product is a step above all other security products available in its field.

INCORRECT The LiNKS Privacy Card[®] product is a step above all other security products available in its field.

- ◆ *Never* separate one word into two words.

CORRECT The WEBREG[™] products bring comfort over the internet.

INCORRECT The WEB REG[™] products bring comfort over the internet.

Graphic Standards

SPYRUS has established specific graphic standards to ensure that its logo and trademarks remain consistent in all occurrences. Because logos and trademarks are the primary method by which SPYRUS products are identified and differentiated from those of its competitors and other business entities, you must use the following guidelines in addition to all other trademark information in this document.

The SPYRUS Logo

SPYRUS has one acceptable logo form. At no time may you modify, distort or add to any SPYRUS logos or trademarks.



The SPYRUS Logo Color

To clearly distinguish the SPYRUS logo, you must sufficiently contrast it with the background. To avoid confusion and ensure the logo is conspicuous in relation to all objects surrounding it, the logo or trademark should be placed on a solid background.

The colors authorized for use in conjunction with the SPYRUS logo are PMS 281 (blue) and white.

If you intend to use another color scheme, you must submit a written request to SPYRUS.

Diagramming Distances

A crucial element in maintaining the integrity, quality and individuality of the SPYRUS logo is the position of the logo in relation to all other logos, graphics and text.

A good visual placement of a logo is one in which everyone can easily ascertain where the logo (and all its components) begins and ends. The following guidelines will assist you in creating the optimal placement.

- ◆ *Never* place a SPYRUS logo within the text of a document.
- ◆ *Never* place a SPYRUS logo over or near any other hieroglyphics or other graphics that resemble, attempt to replicate, or associate additional hieroglyphics with the company logo. Doing so may create visual confusion with the components of the SPYRUS logo.
- ◆ *Always* leave an open area around the SPYRUS logo.