

The logo features the letters 'HEVC' in a bold, blue, sans-serif font, stacked vertically. To the right of this, the word 'Advance' is written in a large, grey, sans-serif font with a registered trademark symbol (®) to its upper right. Below 'Advance', the words 'Patent Pool' are written in a smaller, grey, sans-serif font.

# HEVC Advance<sup>®</sup> Patent Pool

## Patent Marking Guidelines

*ACCESS*Advance<sup>SM</sup> LLC

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# HEVC Advance Patent Portfolio

## Patent Marking Guidelines: Obligation

- Section 2.6 of the HEVC Advance Patent Portfolio License Agreement (“PPL”) defines a Licensee’s patent marking obligations.
- These Guidelines are intended to offer examples of markings that satisfy a Licensee’s obligations.
- These Guidelines do not modify or replace the obligations in the PPL, but instead provide examples of how to meet them.
- These Guidelines may be updated from time to time, and our Licensees will be afforded a reasonable amount of time to update their patent markings.
- If you have any questions or concerns about these Guidelines, please contact us at [licensing@accessadvance.com](mailto:licensing@accessadvance.com).

# HEVC Advance Patent Portfolio

## Patent Marking Guidelines: General

- Except as otherwise described herein, the marking obligation is met by marking Consumer HEVC Products as follows:
  - “Covered by one or more claims of the patents listed at [patentlist.accessadvance.com](http://patentlist.accessadvance.com).”
- **Appearance**
  - The marking should be easily read without aids by the End User.
  - The marking should be written in the language(s) used on the Consumer HEVC Product or its packaging. In cases where multiple languages are used and it is not practical to include the marking in every language, then it is acceptable to limit marking to (1) the predominant language used on the Consumer HEVC Product or its packaging, and (2) English.
  - Translations of the patent marking are available upon request.

# HEVC Advance Patent Portfolio

## Patent Marking Guidelines: General

- Placement

- Patent marking information should be placed on the product itself.
- If that is not reasonably feasible or practical, then it should be placed on the outside of the product packaging delivered to the End User in an unobscured location. Marking any associated devices, packaging, product inserts, or other accompanying documentation is also permissible.

# HEVC Advance Patent Portfolio

## Patent Marking Guidelines: Software

- In addition to the General Requirement, for HEVC Software, a Licensee must also display the marking during software installation.
- This requirement is satisfied by displaying to an End User the following during installation:
  - “Covered by one or more claims of the patents listed at [patentlist.accessadvance.com](http://patentlist.accessadvance.com).”
- Appearance
  - The marking should be easily readable without any aids by the End User.
  - The marking should be written in the language(s) used on or with the Consumer HEVC Product. In cases where multiple languages are used and its not practical to include the marking in every language, then it is acceptable to limit marking to (1) the predominant language used on or with the Consumer HEVC Product, and (2) English.
  - Translations of the patent marking are available upon request.

# HEVC Advance Patent Portfolio Patent Marking Guidelines: For Trademark Licenses

Access Advance allows its HEVC Advance Patent Portfolio Trademark Licensees to combine the licensed HEVC Advance logo with a patent marking notice. Access Advance can make associated design files available to interested HEVC Advance Patent Portfolio Trademark Licensees (please see Program Overview for more information about Trademark Licensees).

# HEVC Advance Patent Portfolio

## Patent Marking Guidelines: For Trademark Licenses

To ensure legibility of the patent marking notice, the minimum width of the combined horizontal logo and patent marking notice is 58mm and the minimum height of the combined vertical logo is 43mm.



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 Thank You.

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