

The logo for HEVC Advance Patent Pool. It 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

**March 2025**

**NOTICE:** THE STRUCTURE OF THE HEVC ADVANCE LICENSING PROGRAM, INCLUDING THE TERMS ACCESS ADVANCE IS CURRENTLY AUTHORIZED TO OFFER IN ITS PATENT PORTFOLIO LICENSE AGREEMENT, ARE SUBJECT TO REVIEW AND CHANGE UNTIL A LICENSE IS EXECUTED. ACCORDINGLY, THE CURRENT STATEMENTS ON THIS SITE AND THE TERMS IN THE EXEMPLAR DOCUMENTS AVAILABLE FOR DOWNLOAD SHOULD NOT BE RELIED UPON AS A GUARANTEE OF FUTURE TERMS OR CONDITIONS OF THE HEVC ADVANCE LICENSING PROGRAM OR THE TYPES OF ENTITIES TO WHOM ACCESS ADVANCE OFFERS A LICENSE AND/OR REQUIRES TO BE LICENSED. THE ONLY WAY TO GUARANTEE CURRENTLY-STATED TERMS FOR YOUR COMPANY IS TO EXECUTE A LICENSE DURING THE PERIOD IN WHICH SUCH TERMS ARE AVAILABLE.

# HEVC Advance Patent Pool

## 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 Pool

## Patent Marking Guidelines: General

- Except as otherwise described herein, the marking obligation is met by marking Licensed Products as follows:
  - “Covered by one or more claims of the HEVC 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 Licensed 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 Licensed Product or its packaging, and (2) English.
  - Translations of the patent marking are available upon request.

# HEVC Advance Patent Pool

## 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 may be permissible upon prior approval from Advance.

# HEVC Advance Patent Pool

## Patent Marking Guidelines: Software

- In addition to the General Requirement, for HEVC Software, a Licensee must also display the marking during software installation, on a splash screen, or on a loading screen.
- This requirement is satisfied by displaying to an End User the following:
  - “Covered by one or more claims of the HEVC 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 Licensed 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 Licensed Product, and (2) English.
  - Translations of the patent marking are available upon request.

# HEVC Advance Patent Pool

## Patent Marking Guidelines: For Trademark Licensees

Access Advance allows its HEVC Advance 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 Trademark Licensees (please see Program Overview for more information about Trademark Licenses).

# HEVC Advance Patent Pool

## Patent Marking Guidelines: For Trademark Licensees

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.



# HEVC & VVC Advance Patent Pools Patent Marking Guidelines

For Licensees of both the HEVC Advance and VVC Advance Patent Pools, the marking obligations of both pools can be met by marking Licensed VVC+HEVC Products as follows:

- “Covered by one or more claims of the HEVC & VVC patents listed at [patentlist.accessadvance.com](http://patentlist.accessadvance.com).”

For HEVC & VVC Advance Licensees that are also Trademark Licensees under both the HEVC Advance and VVC Advance Patent Pools, a combined HEVC+VVC Advance Logo with a patent marking notice is available for use. Access Advance can make associated design files available to interested HEVC & VVC Advance Patent Portfolio Trademark Licensees.



# HEVC & VVC Advance Patent Pools Patent Marking Guidelines

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.



These logos are proprietary and protected under intellectual property laws. Access Advance LLC is the owner of the trademarks, service marks, and logos (registered and unregistered) described herein.

 Thank You.

100 Cambridge Street, Suite 21400, Boston, MA 02114 USA | +1 617.367.4802 | [www.accessadvance.com](http://www.accessadvance.com)

This material is a brief high-level summary and overview of certain terms for information purposes only and does not create any contract or agreement. The actual terms are those contained in the HEVC Advance Patent Portfolio License. This summary is subject to change at any time at the discretion of Access Advance.