



Patent Marking Guidelines

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VVC Advance Patent Pool

Patent Marking Guidelines: Obligation

- Section 2.6 of the VVC 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.

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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 VVC patents listed at 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.

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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.

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 - Translations of the patent marking are available upon request.

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VVC Advance Patent Pool Patent Marking Guidelines: For Trademark Licensees

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HEVC & VVC Advance Patent Pools Patent Marking Guidelines

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