



We Live in an HDBaseT World

Schedule C

# HDBaseT ALLIANCE TRADEMARK USE POLICY

April 2024

## **HDBaseT Alliance**

3855 SW 153rd Drive, Beaverton, OR 97006

Tel +1 (503) 619-3007 | Fax (503) 619-6708

admin@hdbaset.org | [www.hdbaset.org](http://www.hdbaset.org)

**TABLE OF CONTENTS**

**TABLE OF CONTENTS**

## INTRODUCTION

This document contains the brand protection and logo use policies and procedures of the HDBaseT Alliance. A brand includes a distinctive mark, symbol and/or phrase (tagline) that identifies a product or service as belonging to an organization. Brand protection is key to preserving the intellectual property rights of organizations.

HDBaseT Alliance's intellectual property rights scope includes, but is not limited to:

- HDBaseT brand and logos
- Company and domain name(s)
- Registered trademarks/service marks
- All copyrighted material, including web content, documents, training programs, and videos

The brand is an integral part of the HDBaseT Alliance's intellectual property rights and is communicated through platforms including, but not limited to:

- The HDBaseT Alliance website, social media, and videos
- Advertising, promotional materials, partnerships, and sponsorships
- E-newsletters, press releases, and publications

The HDBaseT Alliance brand communicates exceptional quality, value, and service to those in the professional audiovisual industry - it is our identity. Thus, the HDBaseT Alliance must protect, preserve, and defend our brand to ensure that it continues to be a recognized symbol of quality. Brand protection is crucial to our organization, and the continued success of both it, and our members.

The information that follows offers guidance on the proper use of the HDBaseT Alliance logo and terminology, and describes events of infringement and violations of brand use. It includes the importance of protecting the HDBaseT Alliance brand assets. The information associated with the HDBaseT Alliance brand is fully protected under all applicable U.S. Copyright and Trademark Laws.

## 1. DEFINITION OF TERMS

The HDBaseT Alliance is committed to protecting its brand and logo and requires all Members, Manufacturers, Certified Professionals, Test Centers, or any other company or individual to do the same. The following table contains a reference list of terms and an explanation to clarify.

Correct Terminology	Explanation
HDBaseT Alliance	The HDBaseT Alliance promotes, advances, and standardizes HDBaseT technology.
HDBaseT Word Marks	The use of the word “HDBaseT” , “HDBT”, “HDBaseT-USB3”, “HDBT-USB3” appearing as stand-alone text
HDBaseT Alliance Logo Mark	The HDBaseT Alliance’s graphic-based logo.
HDBaseT Mark	HDBaseT Word Mark or HDBaseT Logo Mark
HDBaseT Certified Product	The HDBaseT Product Certification Program was established to promote standardization and facilitate interoperability among HDBaseT compliant products.
HDBaseT Recommended Cable	HDBaseT Recommended Cables are cables that have been tested in an Alliance Recognized Testing facility and have met the requirements set by the HDBaseT Alliance.
Power over HDBaseT (PoH)	Power over HDBaseT (PoH) enables the transmission of DC power in conjunction with data signals over a single Ethernet cable to a distance of up to 100 meters/328 feet. The PoH standard is based on the IEEE 802.3a/bt standard (Power of Ethernet – PoE safe delivery of up to 100 watts (W) over the four-pairs of the Ethernet cable, as necessary.

## 2. USAGE OF HDBaseT ALLIANCE MARKS

The trademarks, service marks and logos owned by the HDBaseT Alliance are collectively referred to in these guidelines as the “HDBaseT Marks” and are specified in greater detail below. **Please note that throughout this document a particular HDBaseT Mark may be used to illustrate a particular guideline, however, it should still be considered the rule for all HDBaseT Alliance Marks and for all the contexts in which they are used.**

### 2.1 Alliance Membership Requirements

As stipulated by HDBaseT Alliance Trademark License Agreement, use of the HDBaseT Mark is limited exclusively to HDBaseT Alliance Members. If a company allows its membership to lapse, that company must also cease all use of any HDBaseT Mark. Per sections 12-13 of the Trademark License Agreement, members will be given a 30-day grace period to reinstate their membership or coordinate the removal of any HDBaseT Marks. Following the conclusion of this grace period, the member will no longer have any right to use the HDBaseT Mark and must dispose of all materials and products bearing it. Application of this policy to HDBaseT Certified Products is addressed below. HDBaseT Certified Products or Recommended Cables bearing the HDBaseT Mark may continue to be sold and distributed to dispose of remaining stock, however, this continued distribution must not exceed six (6) months.

## 2.2 Appropriate Use of HDBaseT Marks

In all cases, the HDBaseT Mark may not be used in any manner that is likely to cause confusion in public, for example, suggesting a closer relationship with, affiliation with, sponsorship by or endorsement of HDBaseT Alliance, other than actually exists.

The HDBaseT Mark should not be used in any manner which is likely to confuse or mislead the public into believing that the activities of third parties are those of HDBaseT Alliance. The HDBaseT Mark should not be combined with or followed by words such as “Lite”, “Switch”, “Ultra,” “Extra,” or any other words or combination of letters that could be interpreted as a subset of HDBaseT trademark. For example: use of “HDBaseT Lite” is unacceptable.

Additionally, the following guidelines apply to all HDBaseT Marks and should always be followed:

- The Logo Marks must be used exactly as provided in the HDBaseT Alliance digital artwork files and may not be modified in any manner in any of your materials and products..
- Your company name, logo or product name must appear on any products or related materials if the HDBaseT Mark is used.
- The HDBaseT Alliance Marks may not be combined with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features or symbols except as set forth in this document.
- The HDBaseT Marks may not be used as a design feature on any of your packaging or product advertising materials prior to that products addition to the HDBaseT Certified Products List. In addition, the HDBaseT Mark may not appear in connection with a product until after it has been certified at an official RTF (Ratified Testing Facility).
- The HDBaseT Mark, or any potentially confusing variation, may not be used as a part of your company name.
- The HDBaseT Mark, or any potentially confusing variation, may not be incorporated as a part of your domain name (or any other domain that you own or control).
- The HDBaseT Mark, or any potentially confusing variation, may not be used as a part of a product name or service of your company, in a way that is likely to cause confusion with the HDBaseT Mark.
- The HDBaseT Mark may not appear on any material that disparages the HDBaseT Alliance.

# HDBaseT Alliance Trademark Use Policy

## 2.3 Notices to Be Used with Marks

### 2.3.1 Trademark Symbol

It is not necessary to apply the superscript trademark symbol “™” to all HDBaseT Marks, particularly on HDBaseT devices that are limited by size and/or shape (buttons, switches, cables, connectors, etc.). However, in cases where it is used, the “™” designation should be placed immediately above and to the right of the Mark. For example: HDBaseT™.

### 2.3.2 Legends

The HDBaseT Alliance requires use of a trademark ownership legend or notice of such as the example provided below, on all marketing materials, including (but not limited to) brochures, manuals, advertising, websites, and product fliers.

Example of an acceptable legend: “HDBaseT, HDBaseT™ and the HDBaseT Alliance logo are trademarks of the HDBaseT Alliance.

## 2.4 Color Guide

There are two colors used in the HDBaseT logo: blue and black.

### 2.4.1 Print Colors

The blue **Pantone color is 301C**. The **CMYK equivalent color is: 100%, 67%, 0%, 23%**

### 2.4.2 Web Colors

The blue color for website application is defined by **RGB values: 0, 75, 141**. The **Hex value is 004b8e**.

### 2.4.3 Silk Screen

When used as labelling on an HDBaseT Certified Product, the HDBaseT logo may be printed or silkscreened in black, white or in the specific color in which all other third party or standards-based marks are printed on the device.

## 2.5 Size

The HDBaseT Logo Marks shall always be at least as prominent as other third-party technology marks or logos appearing in context. The HDBaseT Logo Marks shall be 3mm tall or larger.

## 3. HDBaseT ALLIANCE LOGOS AND MARKS

### 3.1 HDBaseT Alliance Logo

The HDBaseT Alliance logo may be used to show Membership in the HDBaseT Alliance. However, this DOES NOT extend to the use of the logo to indicate acceptance of products used by a Member as being HDBaseT Certified. Proper use of the HDBaseT Alliance logo for HDBaseT Certified Products is addressed in the HDBaseT Certified Products section of this document.

Use of the HDBaseT Alliance logo must adhere to all guidelines outlined in this document.

#### 3.1.1 Approved Variations of the HDBaseT Alliance Logo

The HDBaseT Alliance logo may be used to show Membership in the HDBaseT Alliance. However, this DOES NOT extend to the use of the logo to indicate acceptance of products by a Member as being HDBaseT Certified. Proper use of the HDBaseT Alliance logo for HDBaseT Certified Products is addressed in the HDBaseT Certified Products section of this document.

Use of the HDBaseT Alliance logo must adhere to all guidelines outlined in this document.

Hdbaset basic Version



Black basic Version

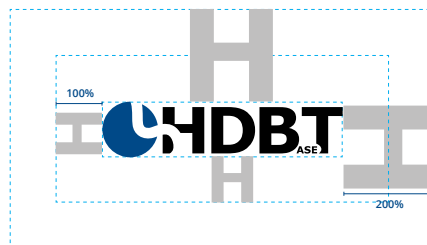


White basic Version



#### 3.1.2 Acceptable Spacing

Acceptable spacing around the logo can be measured as the distance between the outside vertical lines of the “H” as demonstrated below:





# HDBaseT Alliance Trademark Use Policy

## 3.2 HDBaseT Spec 3.0 Logo

The HDBaseT Spec 3.0 logo may be used in any product that is configured and certified per HDBaseT Spec 3.0, including any brochure, material, technical documents etc., per the general HDBaseT Alliance logo guidelines. The HDBaseT Spec 3.0 logo may not be used when HDBaseT Spec 3.0 is not relevant.

Important notice - The HDBaseT CTS procedure defines the following product features mandatory for HDBaseT spec 3.0 products:

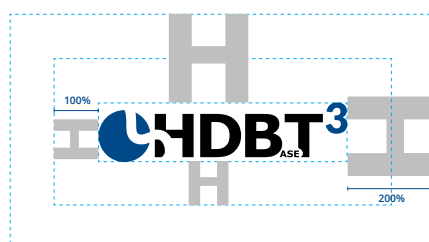
- RJ45 connector:
  - RJ45 color should be Blue (preferably as close as possible to Ultramarine Blue - RAL 5002 / Pantone 7687 C)
- If LEDs exist on the RJ45:
  - LED must be Orange to the left of the Tab
  - LED must be Green to the right of the Tab
  - Left LED relates to the Link State
  - Right LED relates to the Video State (on TX port)
  - Right LED relates to power / operation State (on RX port)
- If power over category cable is implemented in the product it must be PoH in order for the product to be certified.

### 3.2.1 Approved Variations of the HDBaseT Spec 3.0 Logo



### 3.2.2 Acceptable Spacing

Acceptable spacing around the logo can be measured as the distance between the outside vertical lines of the “H” as demonstrated below:



# HDBaseT Alliance Trademark Use Policy

## 3.3 Power over HDBaseT (PoH) Logo

Use of the HDBaseT Alliance PoH logo must adhere to all guidelines outlined in this document and may not be used to indicate Membership in the HDBaseT Alliance. Please note, the PoH logo can be used on a product that has been certified to support Power over HDBaseT, or a cable that has undergone the UL HDBaseT PoH certification process.

### 3.3.1 Approved Variations of the Power over HDBaseT (PoH) Logo

1 | Basic Version



2 | Black Version

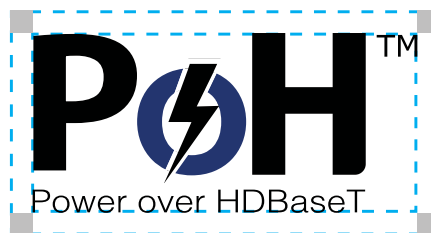


3 | White Version



### 3.3.2 Acceptable Spacing

Maintaining a clear surrounding area ensures that the logo isn't crowded by other distracting graphic elements or typography. The minimum acceptable clear space is shown in the following example.



### 3.3.3 Size

The Power over HDBaseT (PoH) logo shall always be at least as prominent as other 3rd-party technology marks or logos appearing in context. The Power over HDBaseT (PoH) logo shall be 3mm tall or larger. Please do not reduce the logo size in more than 35 mm (1.3") wide. Doing so will compromise its legibility and reproduction quality.

## 3.4 HDBaseT Recommend Cables Logo

The HDBaseT Alliance enables cable manufacturers to submit their cables for testing and to place a modified HDBaseT logo on their product packaging. Cables which adhere to the Qualification Policy are addressed in this section. The Qualification Policy which defines how to achieve a member cable recognized as an HDBaseT Recommended Cable can be found on the HDBaseT Alliance Members repository, or may be requested from HDBaseT Alliance Administration at [admin@hdbaset.org](mailto:admin@hdbaset.org).

# HDBaseT Alliance Trademark Use Policy

## 3.4.1 Approved Variations of the HDBaseT Recommend Logo

1 | Basic Version



2 | Black Version



3 | White Version



1 | Basic Version



2 | Black Version



3 | White Version



## 4. HDBaseT LOGO AND WORD MARK USE FOR HDBaseT CERTIFIED PRODUCTS

Beginning June 1, 2011 the HDBaseT Alliance has provided a process for Alliance Members to use the HDBaseT Logo and Word Marks on their products and collateral, to indicate HDBaseT Alliance recognition of products which adhere to the HDBaseT Specifications (Certified Product). This Section specifically addresses such use. The Qualification Policy defines the procedure for a member product to be recognized as a Certified Product and can be found on the HDBaseT Alliance Members repository, or may be requested from HDBaseT Alliance Administration at [admin@hdbaset.org](mailto:admin@hdbaset.org).

### 4.1 HDBaseT Alliance Right to Review

Per the HDBaseT Alliance Trademark License Agreement as found in the HDBaseT Alliance repository, Alliance members should expect periodic requests from the HDBaseT Alliance to review the advertising, packaging, brochures, or other materials connected with the supply and promotion of a Certified Product, along with the provision of information on where the products are sold, such as in which country. It is expected that the Alliance member will reasonably cooperate with the Alliance to meet the quality standards set forth by the Trademark License Agreement, the Qualification Policy and this document.

### 4.2 HDBaseT Certified Product Usage Requirements

The HDBaseT Logo Marks may only be used on products when the owning Promoter, Contributor or Adopter of the HDBaseT Alliance has successfully completed the process outlined in the Qualification Policy. As set forth in section 2.1 of the Trademark License Agreement, third parties performing work on behalf of an HDBaseT Alliance Member may use the logo in connection with manufacture, promotion, marketing, and sale of the Certified product, as long as the relevant third party is operating under the control of the HDBaseT Member who has achieved recognition of a Certified Product.

## 4.3 Placement Guidelines

The following are specific placement guidelines for the HDBaseT Logos and Word Marks.

### 4.3.1 Hardware

#### 4.3.1.1 Marking Products

The HDBaseT logo should be placed on the front, top, rear and/or side surfaces of an HDBaseT Certified Product. Do not place the Mark on the bottom of the product. The HDBaseT logo should never be obstructed by another label or sticker, along with other third-party logos.

#### 4.3.1.2 Marking the RJ45 Port

For products compliant with HDBaseT Specs 1, 2, 3: The HDBaseT Mark or HDBT Mark may be used next to the RJ45 port of a certified product and cannot be applied to products that support the HDBaseT-USB3 specification. For products complying with HDBaseT-USB3 specification, the HDBaseT-USB3, and HDBT-USB3 marks should be used.

### 4.3.2 Product Packaging

The HDBaseT logo should be placed on the front, rear, side, or top viewing panel of your package. It should never be obstructed by another label or sticker. The HDBaseT logo can be printed directly onto packaging or placed securely on the package using a label or sticker. In all cases the HDBaseT logo should be displayed equally and fairly and be placed with other third-party logos.

### 4.3.3 Web Pages

The HDBaseT logo may be used on web pages next to HDBaseT Certified Products, and in reference to HDBaseT Alliance membership.

### 4.3.4 Advertising, Direct Mail, In-Store Marketing, Sales Literature, and Product Documentation

The HDBaseT logo may be used in advertising, direct mail, promotional materials or documentation promoting a Certified Product. For all printed materials, the HDBaseT Alliance recommends the use of EPS or PNG logo files as these can be reproduced at any size without compromising the quality of the mark.

For one color newspaper advertisements, use the black and white version of the HDBaseT logo artwork. Full color advertisements may use either the black or full color logo choosing the logo that works best with the design of the advertisement.

### **4.4 Referencing Certified Products Using the HDBaseT Word Mark**

In text you may refer to the fact that your product is an HDBaseT Certified Product, supports, works with, or is enabled by HDBaseT Alliance Specifications. Acceptable compliance claims using the HDBaseT word mark include:

- HDBaseT Compliant Product
- HDBaseT Certified Product
- HDBaseT Input
- HDBaseT Output
- HDBaseT Connector

## **5. HDBaseT LOGO AND WORD MARK USE FOR RECOMMENDED CABLES**

### **5.1 HDBaseT Alliance Right to Review**

Per the HDBaseT Alliance Trademark License Agreement as found in the HDBaseT Alliance repository, Alliance members should expect periodic requests from the HDBaseT Alliance to review the advertising, packaging, brochures or other materials connected with the supply and promotion of a Recommended Cable, along with the provision of where the cables are sold, such as in which country. It is expected that the Alliance member will reasonably cooperate with the Alliance to meet the quality standards set forth by the Trademark License Agreement, the Qualification Policy and this document.

## 5.2 Placement Guidelines

The following are specific placement guidelines for the HDBaseT Recommended logo for cables.

### 5.2.1 Hardware

The 'HDBaseT Recommended' Logo should not be placed on the cable itself, but shall be limited to product packaging and/or marketing documentation.

### 5.2.2 Product Packaging

The HDBaseT Recommended logo for cables should be placed on the front, rear, side or top viewing panel of your packaging. It should never be obstructed by another label or sticker. The HDBaseT Recommended logo can be printed directly onto the packaging or placed securely on the packaging using a label or sticker. In all cases, the HDBaseT Recommended logo should be displayed equally and fairly and be placed with other third-party logos.

### 5.2.3 Web Pages

The HDBaseT Recommended logo may be used on web pages next to Recommended products (cables).

### 5.2.4 Advertising, Direct Mail, In-Store Marketing, Sales Literature, and Product Documentation

The HDBaseT Recommended logo for cables may be used in advertising, direct mail, promotional materials or documentation promoting the HDBaseT Recommended product. For all printed materials, the HDBaseT Alliance recommends the use of EPS or PNG logo files, as they can be reproduced at any size without compromising the quality of the mark.

## 5.3 Referencing Recommended Cables Using the HDBaseT Word Mark

In text you may refer to the fact that your product is an HDBaseT Recommended cable. Acceptable claims using the HDBaseT word mark include:

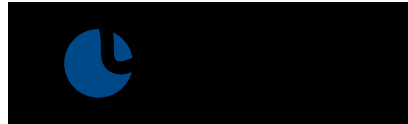
- HDBaseT Recommended Product
- HDBaseT Recommended Cable

## 6. PROHIBITED LOGO USES

Do not place the logo on a busy background. A busy background would not follow the clear space guidelines found earlier in this document.



Do not use the logo over a background that renders it unreadable.



Do not change the colors of the logo



Do not change the proportion or position of elements within the logo



Do not add a drop shadow



Do not fade or use the logo as a watermark



Do not tilt or rotate the logo

