

Using Apple's Firewire artwork:

Apple Inc.
Software Licensing Dept.
12545 Riata Vista Circle
MS 198 3-SWL
Austin, TX 78727

Want to show the world that your product includes FireWire technology? Just read through the license agreement, fill out the form, sign it and mail it to Apple Software Licensing, then download the artwork to use as permitted below.

Apple's "FireWire" Trademark License Agreement

Apple is pleased to provide you with the right to use its "FireWire" artwork so you can tell the world your product includes FireWire technology, provided you agree as follows:

1. All use of the "FireWire" artwork (the "Artwork") will be in compliance with the terms below and the Guidelines and Specifications.
2. The Artwork is used only in connection with products that are compatible with the IEEE 1394 Standard (referred to as the "Product").
3. Apple can list the name of your company (or your name, if an individual) in an index of Products that include FireWire technology.
4. The Artwork and the FireWire trademark are trademarks owned solely and exclusively by Apple. You acknowledge that any goodwill from your use of the Artwork exclusively inures to the benefit of Apple. You have no rights in the Artwork except to the extent granted by this license. You agree that this license does not grant to you any rights with respect to any other Apple trademarks, including the FireWire trademark. You will not do anything inconsistent with Apple's ownership of the Artwork, the FireWire trademark, or any other Apple trademark, such as filing any identical or similar trademark application anywhere in the world, now or in the future. You will not use the Artwork in any manner that suggests Apple's endorsement, sponsorship or recommendation of your Product, or otherwise creates a false association with Apple.
5. This license is revocable at will by Apple. However, in the event Apple revokes your right to use the Artwork, you will be given thirty (30) days to remove Artwork from materials and web sites, provided such use is in compliance with the terms of this license and the Guidelines and Specifications.
6. You will defend, indemnify and hold harmless Apple against losses, liability, damage, cost and/or expense (including reasonable legal fees) arising out of any claims or suits, whatever their nature and however arising, which may be brought or made against Apple because of your use of the Artwork in any manner except as expressly permitted by this license, or for any personal injury, product liability or other claim arising from the manufacture, promotion, distribution, sale and/or offer for sale, and/or the performance of your Product.

7. This license shall be governed by and construed in accordance with the laws of the United States and the State of California. If any provision of this license is held by a court of competent jurisdiction to be contrary to law, that provision will be enforced to the maximum extent permissible, and the remaining provisions of this license will remain in full force and effect. This license and the Guidelines and Specifications constitute the entire agreement between you and Apple concerning the Artwork. Any waiver or amendment of any part of this license or the Guidelines and Specifications is effective only if in writing and signed by an authorized representative of both you and Apple. Any proposals for additional or different terms are hereby rejected.

8. You must complete, sign and **return one signed copy in its entirety** to the address listed on page one. And aside from what's stated here, Apple grants you no other rights in the Artwork, and any other use is a violation of law.

That's it!

As soon as you complete the form below and submit your request, you will be able to download the Artwork that you've just licensed!

Artwork License Registration

Please assent to our license agreement:

I have read and agree to the FireWire Trademark License Agreement.

List product(s) Using FireWire symbol (include version numbers): _____

Company Name: _____

Company Address: _____

City: _____ State: _____

Zip/Postal Code: _____ Country: _____

Email Address: _____

Phone Number: _____ Fax Number: _____

I have read and agree to the terms of the Apple FireWire Trademark License Agreement.

Name (Signature): _____

Name (Print): _____

Title: _____

Date: _____



FireWire Logo Guidelines

Overview

These guidelines show the correct treatment of the FireWire symbol on hardware such as cables, connectors, and other devices, and of the new FireWire logo on marketing and communications materials such as packaging, advertising, promotions, manuals, and websites.

The FireWire logo shown here replaces all previously distributed versions of the FireWire logo. Artwork for the new FireWire logo and symbol can be obtained from Apple Software Licensing at <http://developer.apple.com/mkt/swl/agreements.html#firewire>.



FireWire Symbol
Use for print



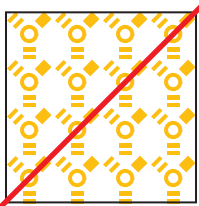
Use for engraving



FireWire Logo
One-color version



Two-color or
four-color version



Do not use any part of the logo as a graphic element, background, or pattern.



Do not alter the black border. Do not change the logotype.

The FireWire Symbol

The FireWire symbol or icon (shown at left) refers to the graphic device used to indicate a physical connection between hardware devices that support the FireWire (IEEE 1394) specification. For more information about the IEEE 1394 specification, consult the IEEE 1394 Trade Association website at www.1394ta.org.

The FireWire symbol can be used by itself only on hardware products to identify FireWire connections and to indicate compatibility with other products that contain or use FireWire technology.

The FireWire Logo

The FireWire logo consists of the FireWire symbol and the FireWire logotype (that is, the name set in specially designed type), and the black border that surrounds them, as shown at left. It should be used in all promotional materials and communications pertaining to FireWire technology.

Always reproduce the complete logo from the electronic artwork provided. Do not separate the elements of the logo, and do not alter or remove the black border that surrounds the FireWire logo.

Using the FireWire Artwork

Do not alter the symbol or logo in any way. Do not rotate, animate, or render them three-dimensional. Do not use any part of the logo as a decorative illustration, graphic element, background, or pattern.

Do not translate or localize the FireWire logo, and do not add words or version numbers to it. Never attempt to set the logotype yourself, change the font, or alter the size, proportions, or space between letters.



FireWire Logo Guidelines

March 2001



Minimum Size

The minimum height for the FireWire symbol is 3 mm.

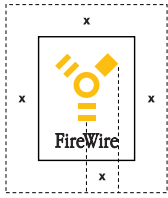


The minimum height for the FireWire logo is 15 mm.

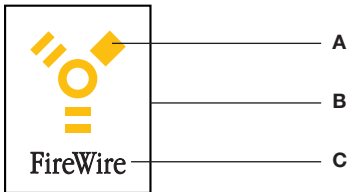


Minimum Clear Space

The minimum clear space around the symbol should be equal to X on all sides, where X = half the width of the FireWire symbol, as shown above.



The minimum clear space around the logo should be equal to X on all sides, where X = half the width of the FireWire symbol, as shown above.



	PANTONE® Color	Four-Color Process
A	PANTONE® 130	C=0, M=27, Y=100, K=0
B	Black	C=0, M=0, Y=0, K=100
C	Black	C=0, M=0, Y=0, K=100

Colors for Printing the FireWire Logo

Minimum Size

The minimum size for the FireWire symbol on hardware is 3 mm.

The minimum size for the complete FireWire logo is 15 mm, as shown. When the logo is used in conjunction with a third-party company or product identity, the FireWire logo must be clearly subordinate in both size and placement to the primary company or product identity.

Minimum Clear Space

Clear, open space is an integral part of the FireWire symbol and logo. Do not place graphics, type, photographs, or illustrations inside the minimum clear space area surrounding the symbol or logo, as shown.

The minimum clear space area for the FireWire symbol is equal to one-half the width of the symbol. The minimum clear space area for the FireWire logo is also equal to one-half the width of the FireWire symbol.

Color

The FireWire symbol and logo can be printed using PANTONE® colors or four-color process colors, as shown at left, or solid black. On dark or colored backgrounds, the FireWire symbol should be reversed to white.

On hardware, the FireWire symbol can be embossed, debossed, or molded in plastic, as long as it is clearly legible. Use the outline version of the FireWire symbol to create a die for engraving.

The preferred background color for the FireWire logo is white or off-white. The logo can appear on black or other colors, and on photographic backgrounds, as long as the legibility of the logo is not diminished. Do not alter the white background within the black border that surrounds the FireWire logo.

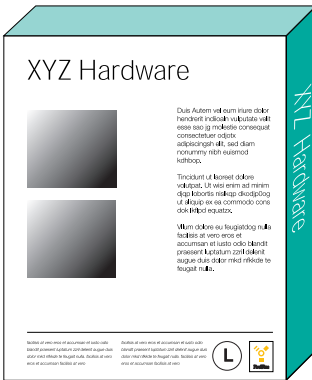


FireWire Logo Guidelines

March 2001



In advertising, the FireWire logo should be clearly subordinate in both size and position to the advertiser's primary identity.



On most packages and manuals, the FireWire logo should be placed near hardware specifications and other technology ingredient or compatibility marks.

Using the FireWire Logo In Advertising and Collateral

In advertising and other marketing materials, the FireWire logo should be positioned in a clearly subordinate size and position to the advertiser's primary company or product identity, as shown.

On Packaging and Manuals

The FireWire logo should be positioned in a visible area on the outside of product packaging and manuals, but should be smaller than and clearly subordinate to the primary company or product identity. On most packages and manuals, the FireWire logo should be positioned in close proximity to the product's hardware specifications and to any other technology ingredient or compatibility marks used.

Trademark and Credit Lines

In printed materials, place a registered trademark symbol (®) immediately following the first mention of the FireWire trademark (name) in text. Do not use a trademark symbol with the FireWire trademark (name) more than once in a communication.

Always include the appropriate credit line in your legal notices when using the FireWire symbol or logo:

FireWire and the FireWire symbol are trademarks of Apple Inc., registered in the U.S. and other countries. The FireWire logo is a trademark of Apple Inc.

For More Information

Apple Trademarks Department

1 Infinite Loop, M/S 38-TM
Cupertino, CA 95014
Email: appletm@apple.com
Telephone: 408-974-6638

Apple Software Licensing Department

12545 Riata Vista Circle, M/S 198-3SWL
Austin, TX 78727
Email: sw.license@apple.com

Web: <http://developer.apple.com/mkt/swl/agreements.html>

IEEE 1394 Trade Association

Regency Plaza, Suite 350
2350 Mission College Boulevard
Santa Clara, CA 95054-1552
Telephone: 408-748-9416
Fax: 408-748-9417
Web: <http://www.1394ta.org>