

Our company brands, including the TiVo trademark, the TiVo logo and our other trademarks, are among our most valuable assets. To preserve and protect these brands – and to prevent their loss to the public domain – it is essential that they are used correctly.

A trademark is lost when it becomes generic, i.e. when it has come to mean the product as distinguished from a certain brand of the product. If our trademarks become generic, they could be used by competitors to describe their goods or services. *Consider the following now-generic nouns that were once trademarks: Escalator, Linoleum, Kerosene, Cellophane, Thermos, Aspirin, Yo Yo and Bikini. The importance of correct trademark use cannot be emphasized enough.*

What is a trademark? A trademark is used to identify the source of goods and services. A trademark can be word (or several words), a name, a symbol (such as one or more letters, or numbers, or a design), a sound or a particular color, or any combination of these. (See lists of TiVo trademarks below.)

Copy Trademark Guidelines

1. **Distinguish the trademark with ® or ™ notice.**

The ® and ™ designations provide notice to others that a particular word or logo is a trademark. The ® designation means that the trademark has been granted federal registration by the Patent and Trademark Office. The ™ designation means that the trademark registration process has not been completed with the Patent and Trademark Office; nonetheless the owner is giving notice of a proprietary stake in the mark. The ® and ™ designations indicate that you are referencing a particular brand. Use the ® or ™ designation to set the trademark apart from the text. The lists below indicate whether the ® or ™ symbol is appropriate for each TiVo trademark. The notice should appear at least once in each piece of printed matter—preferably the first time the trademark appears.

Example: A TiVo® box automatically records your favorite shows.

In the example above, the audience immediately recognizes that we are referring to a genuine TiVo® brand digital video recorder (i.e., a DVR from TiVo Inc.) rather than a generic video recording device.

2. **Use the generic name after the trademark.**

Because a trademark identifies the source of a good, a trademark is a proper *adjective* which modifies a noun – the generic term. A generic term should be used immediately after the first or most prominent use of the trademark. Thereafter, the generic term should be used with the trademark often enough to make it obvious that the trademark is not a generic name for the product or service. A list of recommended generic terms for each of our company trademarks are listed below in these guidelines. Other generic terms may be used instead. Limited exceptions are noted below.

Example:

Trademark	Generic Name*
TiVo®	service
Season Pass™	feature

*Do not capitalize the generic name.

3. **Trademarks are singular.**

Because a trademark is an adjective, it should never be used in the plural form. Instead, when necessary, the generic noun can be used as a plural.

Example: Correct: I want two TiVo® DVRs.
Incorrect: I want two TiVos.

4. **Trademarks are never verbs.**

It is never permissible to use any of our trademarks as verbs.

Example: Correct: I want to record "Desperate Housewives" on the TiVo® DVR.
Incorrect: I want to TiVo "Desperate Housewives."

5. **Trademarks are never possessive.**

Example: Correct: The TiVo® remote control
Incorrect: TiVo's remote control

6. **"TiVo" may be used to refer to the company, TiVo Inc., rather than a brand of product or service.**

If "TiVo" is being used to refer to our company, rather than the brand of a product or service, then the rules for proper use of trademarks do not apply. Unlike trademarks, company names are proper nouns; they can be used in the possessive form and should not be followed by a generic term. Neither the ™ nor the ® symbol should accompany references to TiVo as a company.

Example: Correct: TiVo is now offering its customers more choices than ever.
Incorrect: TiVo® is now offering its customers more choices than ever.

7. **Apply the banner/ headline exception correctly.**

When our TiVo mark is used in small spaces that constrain text size (such as a banner or headline) a "shorthand" reference to "TiVo®" alone – which does not include a generic term immediately after the trademark – may be used, if a more expanded version is set forth in nearby text (including by hyperlink).

For example, the banner or headline may say "Think you know TiVo®" so long as nearby text includes the appropriate generic term next to our trademark, such as: "The TiVo® Premiere box."



Similarly, a banner or headline may say:

- "Get TiVo®",
- "What is TiVo®?",
- "Buy TiVo®", etc.

as long as that the proximate text includes the same trademark followed by a generic term, such as "You can now purchase a TiVo® DVR."

In the "shorthand" usage, use the "®" notice; then again use the ® notice after the first appearance of TiVo in the nearby text that provides the fuller context. Whenever possible, use the TiVo logo with the ® notice when using "TiVo" in a "shorthand" manner for banners and headlines. In television advertising, a shorthand reference to "TiVo" alone can be used if: (a) the images on the screen make it obvious that the trademark is being used in reference to TiVo products, services or features, and (b) the appropriate generic name is used with the trademark in the advertisement.

For example, "TiVo finds and records your favorite programs" is permissible if the image of the screen shows the TiVo software interface and elsewhere in the advertisement reference is made to the TiVo DVR or TiVo service.

8. Give trademark attributions where appropriate.

When needed to clarify who owns the trademarks, a notice of ownership should also be given, such as the following.

Example: TiVo and the TiVo logo [or other company trademarks mentioned] are trademarks or registered trademarks of TiVo Inc. or its subsidiaries worldwide.

Note: Additional copyright language should be added after the trademark attribution language, if the material created has been created by TiVo:

Example: © 2010 TiVo Inc. All rights reserved.

Required Legal Text

This language should be used on all documents that describe the TiVo service:

- TiVo® service is required for the TiVo DVR to function and is sold separately. TiVo service and payment are subject to the terms and conditions available at www.tivo.com.
- TiVo service is accessed through a standard telephone line or broadband connection. In some areas, local and long-distance toll charges may apply.

Registered Trademarks

The following is a list of registered trademarks of TiVo Inc. Except for slogans and sounds, these registered trademarks should be printed with the registered trademark designation ® on their first appearance in all materials and wherever necessary to demonstrate that they are trademarks.

Registered Trademarks and Recommended Generic Terms (to be included after the trademarks):

REGISTERED TRADEMARKS	RECOMMENDED GENERIC TERMS
TiVo®	DVR, box, or service

TiVo Central®	screen, menu screen
Season Pass ®	feature or recordings
StopItWatch ®	service, data
WishList®	search or feature

REGISTERED SOUND TRADEMARKS (no designation or noun required for sounds)

- Alert sound mark
- Ascending sound mark
- Descending sound mark
- Error sound mark
- Select sound mark
- Speedup1 sound mark
- Speedup2 sound mark
- Speedup3 sound mark
- Thumbs Up sound mark
- TiVo sound mark

Registered Trademark Logos

The following logos are registered trademarks of TiVo Inc. A registered trademark designation (®) must appear with all logos in all materials and must be large enough to be legible.



TiVo Logo



TiVo Silhouette Logo



Thumbs Up Logo



Thumbs Down Logo



Instant Replay Logo



Jump Logo



TiVo Circle Logo

Trademarks

The following are trademarks of TiVo Inc. and should be printed with the appropriate ™ mark on first text appearance in all materials.

Trademarks and Recommended Generic Terms (to be included after the trademarks):

TRADEMARKS	RECOMMENDED GENERIC TERMS
My TiVo Gets Me™	(promotional slogan; no noun required)
PowerIIWatch™	panel, viewers, data
Series2™	DVR or model
Series3™	DVR or model
Swivel™	search
TiVoToGo™	transfers, feature, or recordings
TiVo Verified™	product, accessory
Trick Play™	feature or recordings
You've got a life. TiVo gets it.™	(promotional slogan; no noun required)

Trademarked Logos

The following logos are trademarks of TiVo Inc. The trademark designation (™) should appear with all logos in all materials.



Series2 Logo



Series3 Logo



TiVo HD Logo



TiVo Verified Logo



TiVoToGo Logo



TiVo Rewards Logo



TiVo Smile Logo



KidZone Logo



TiVo Design Logo