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*Trademark Usage Guidelines*

# Trademark Usage Guidelines

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**Trademarks**

The iBiquity Digital logo, "iBiquity Digital", "iBiquity", the HD Radio logo, and the HD logo are registered trademarks of iBiquity Digital Corporation.

"HD Radio" is a trademark of iBiquity Digital Corporation.

All other trademarks, whether claimed or registered, are the exclusive property of their respective owners.

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## Overview

These guidelines are for iBiquity licensees and others who are authorized to use iBiquity's trademarks or service marks. iBiquity's trademarks, service marks, trade names, and trade dress are valuable assets. In following these guidelines, you help us protect our valuable intellectual property (IP) rights and strengthen our corporate and brand identities.

By using any of the iBiquity trademarks, you are acknowledging that iBiquity is the sole owner of the trademark and that you will not interfere with iBiquity's rights in the trademark, including challenging iBiquity's use, registration of, or application to register such trademark, anywhere in the world. You also acknowledge that you will not harm, misuse, or bring into disrepute any iBiquity trademark. The goodwill derived from using any iBiquity trademark exclusively inures to the benefit of and belongs to iBiquity. No rights of any kind are granted hereunder, by implication or otherwise.






If you have any questions about these guidelines or about iBiquity's trademarks, please talk to your iBiquity representative or contact [trademarkusage@ibiquity.com](mailto:trademarkusage@ibiquity.com).

These guidelines may be modified by iBiquity from time to time and at iBiquity's sole discretion. iBiquity will notify you when changes to the guidelines are made.

## 1. The HD Radio™ Family of Trademarks

iBiquity is the owner of the following HD Radio trademarks<sup>1</sup> that may be used by authorized users in the formats and colors discussed in the subsequent sections. You must be authorized to use the HD Radio logos, typically by entering into a license agreement with iBiquity. If you have any question about whether you are authorized to use iBiquity’s logos, contact your iBiquity representative or send an email to [trademarkusage@ibiquity.com](mailto:trademarkusage@ibiquity.com).

**Table 1-1: The HD Radio™ Family of Trademarks**

TRADEMARK	PROPER TRADEMARK SYMBOL	INTENDED USE
HD Radio™	TM	This word mark may be used in text related to iBiquity’s HD Radio technology.
	®	This logo may be used on products containing licensed HD Radio technology and in advertising and promotional materials associated with those products or with HD Radio technology.
	®	This logo may be used in advertising and promotional materials. Do not use this logo on products.
	®	This logo is intended for use as an indicator on the display screen of a licensed HD Radio product that an HD Radio signal is being received. This logo also may be used in advertising and promotional materials.
	®	This logo is to be used with advertising and promotional materials only. Do not use this logo on products.
	®	This logo is to be used only with products that cannot receive an HD Radio signal as sold to the consumer, but which are capable of receiving an HD Radio signal if the consumer separately purchases and connects a licensed HD Radio tuner box or module. Do not use this logo unless specifically authorized by iBiquity.

<sup>1</sup> iBiquity owns additional trademarks not listed here.


## 2. Trademark Terminology

These usage guidelines rely on the following terminology.

### 2.1. Logos versus Word Marks

A trademark can be comprised of a graphic, text, or a combination of both. A graphic trademark is called a “logo” and a text-only trademark is called a “word mark”. Table 2-1 presents examples of the HD Radio logo and word mark.

**Table 2-1: Examples of the HD Radio logo and word mark**

LOGO	WORD MARK
	<p>HD Radio™</p>

A word mark can appear in any kind of font, color, size or style. These aspects are not a part of the trademark – it is the words themselves that form the trademark. In contrast, color, size, font, and other design elements are important parts of a logo. These aspects together form the distinctive appearance of the logo that allows it to function as a trademark. For this reason, logos should never be modified.

### 2.2. Registered versus Unregistered Trademarks

A “registered” trademark is a trademark for which the United States Patent and Trademark Office has issued a certificate of registration. An unregistered trademark is valuable intellectual property, even though the United States Patent and Trademark Office has not issued a certificate of registration. The distinctiveness of the trademark is not diminished simply because it has not been registered. It is therefore important that unregistered trademarks are used properly, just like registered trademarks.

### 2.3. Trademark Symbols: ® and ™

A trademark symbol indicates whether particular words or a graphic are intended to function as a trademark. This guide uses two trademark symbols: ® and ™. The ® symbol should be used with registered trademarks. The ™ symbol should be used with unregistered trademarks. Never use the ® symbol with an unregistered trademark.

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### 3. General Guidelines for Using Trademarks in Text

These rules apply when you want to use the words “HD Radio” or any other trademark as words in text, such as in product manuals, news articles, books, websites, advertising, and other promotional materials. Rules applying to the use of HD Radio logos are addressed in [Section 4](#).

#### 3.1. Use the proper trademark symbol.

For marks that are registered, use the ® symbol. For all other marks, use the ™ symbol. To identify which symbol should be used with a particular trademark, see the table of trademarks in [Section 1](#). If the superscript ™ and ® symbols are not available or will not print legibly, use (TM) or (R) instead.

**Example:** HD Radio™ technology

#### 3.2. Apply the trademark symbol to the first or most prominent use.

Properly designate all word trademarks with the ® or ™ at the first or most prominent use of the mark, which usually occurs in a headline, title, or heading. This requirement applies to each page of a given website.

#### 3.3. Never use the trademark as a noun.

**Correct:** Buy an HD Radio receiver.

**Incorrect:** Buy an HD Radio.

#### 3.4. Always use the trademark as an adjective, followed by a noun.

**Correct:** Our station broadcasts using HD Radio technology.

**Incorrect:** Our station broadcasts HD Radio.

#### 3.5. Do not make the trademark plural.

**Correct:** I bought two HD Radio receivers.

**Incorrect:** I bought two HD Radios.

#### 3.6. Do not make the trademark possessive.

**Correct:** Enjoy the high-quality sound of an HD Radio receiver.

**Incorrect:** Enjoy HD Radio’s high-quality sound.

#### 3.7. Do not alter the trademark in any way.

Do not use hyphens, slashes, prefixes, suffixes, etc. Do not abbreviate any part of the mark.

**Correct:** HD Radio technology

**Incorrect:** HD-Radio technology; H/D Radio technology; HDRadio technology; HDradio technology; HD radio technology

### 3.8. Use trademarks in the manner for which they are intended.

Do not use iBiquity's trademarks for goods or services for which they are not intended. (See [Section 1](#) for how these trademarks are intended to be used.) Do not make puns out of them or portray them in a negative light.

### 3.9. Do not incorporate the trademark into a product name.

It is improper to incorporate a trademark into the name of your product, but you can use the trademark to describe your product.

**Correct:** Trident 500 HD, an HD Radio Receiver

**Incorrect:** Trident's HD Radio Receiver 500

### 3.10. Do not modify the trademark when translating into other languages.

Trademarks should not be modified when they are used in text that has been translated from English to another language.

**Correct Spanish:** receptor HD Radio; tecnología HD Radio

**Incorrect Spanish:** receptor Radio HD; tecnología de Radio HD

**Correct French:** la fonction de la technologie HD Radio  
l'utilisation du récepteur HD Radio

**Incorrect French:** la fonction de la Radio HD  
l'utilisation de la HD Radio

For languages using a different alphabet, "HD Radio" should be written out entirely in English.

**Correct:** HD Radio

**Incorrect Japanese:** HD ラジオ

**Incorrect Korean:** HD 라디오

**Incorrect Chinese-Simplified:** HD 收音机

**Incorrect Chinese-Traditional:** HD 收音機

### 3.11. Provide proper notice of iBiquity's ownership of the trademark.

iBiquity must be identified as the owner of any of its trademarks that you use. See [Section 5](#) for examples of proper notice statements.

### 3.12. Examples.

Table 3-1 lists common examples of correct and incorrect use of the HD Radio word mark.

**Table 3-1: Common examples of correct and incorrect use of the HD Radio word mark**

CORRECT	INCORRECT
HD Radio technology HD Radio system HD Radio capable HD Radio receiver HD Radio software HD Radio products HD Radio units HD Radio broadcasting Broadcasting an HD Radio signal Listening to an HD Radio channel	HD radio HDRadio HDradio HD-Radio HD Radio's HD Radios High Definition Radio High Def Radio Hybrid Digital Radio HDR

## 4. General Guidelines for Using Logos

These rules apply when you want to use iBiquity's logos on products, manuals, advertising, promotional materials, websites, etc. You must be authorized to use these logos, typically by entering into a license agreement with iBiquity. If you have any question about whether you are authorized to use iBiquity's logos, contact [trademarkusage@ibiquity.com](mailto:trademarkusage@ibiquity.com).

### 4.1. Use the Artwork Provided by iBiquity.

iBiquity has high-resolution graphics of its logos and will provide them to authorized users. Please contact [trademarkusage@ibiquity.com](mailto:trademarkusage@ibiquity.com) to request these graphics.

Use only the graphics provided to you by iBiquity. Do not copy and paste logos from [www.ibiquity.com](http://www.ibiquity.com), [www.hdradio.com](http://www.hdradio.com), or any other website.

Do not alter the graphics.

### 4.2. Use the Proper Trademark Symbol.

For marks that are registered, use the ® symbol. For all other marks, use the ™ symbol. To identify which symbol should be used with a particular trademark, see the table of trademarks in [Section 1](#). The graphics provided by iBiquity include the proper symbol. If you use these graphics, then you will also use the proper trademark symbol.

If the symbol is not legible because your use of the logo is too small, please contact [trademarkusage@ibiquity.com](mailto:trademarkusage@ibiquity.com) to request a graphic that has a larger ® or ™ symbol. If a graphic with a larger symbol will not work in your particular situation, please contact your iBiquity representative to discuss alternatives.

### 4.3. Apply the Trademark Symbol to Every Use of the Logo.

Every use of the HD Radio logos must include the proper trademark symbol. The graphics provided by iBiquity include the proper symbol. If you use these graphics each time, then you will also use the proper trademark symbol each time.

If the symbol is not legible because your use of the logo is too small, please contact [trademarkusage@ibiquity.com](mailto:trademarkusage@ibiquity.com) to request a graphic that has a larger ® or ™ symbol. If a graphic with a larger symbol will not work in your particular situation, please contact your iBiquity representative to discuss alternatives.

### 4.4. Provide Proper Notice of iBiquity's Ownership of the Logo.

iBiquity must be identified as the owner of any of its trademarks that you use. See [Section 5](#) for sample trademark notice statements.

#### 4.5. Use iBiquity's Standard Colors.

The preferred color combination for iBiquity's HD Radio logos is Orange (PMS Orange 144 C) for the HD component and a black (PMS Black) or white for the Radio component, depending on the background color. You should make every effort to use these standardized colors. An example of the correct use of the official orange and black colors is shown in Figure 4-1:



**Figure 4-1: Standard colors for the HD Radio logo**

The standard color for iBiquity's HD logo is Orange (PMS Orange 144 C). You should make every effort to use this color. An example of the correct use of the standard orange color is shown in Figure 4-2:



**Figure 4-2: Standard orange color for the HD logo**

If you have a compelling reason for not using the standard colors, such as use in black-and-white print media, then acceptable alternatives are all black (PMS Black) or all white. Figure 4-3 shows an example of an acceptable, all black logo:



**Figure 4-3: All black color for the HD Radio logo**

If your project calls for other colors, please contact your iBiquity representative, or contact [trademarkusage@ibiquity.com](mailto:trademarkusage@ibiquity.com) to request permission and review of your artwork.

#### 4.6. Background.

The logos must be set on a background that makes the logo easily seen and the type portions of the logo must be clearly legible. Do not place the logo on a stylized background that overlaps or interferes with the logo or otherwise changes the appearance of the logo.

Figure 4-4 shows examples of incorrect background usage:



**Figure 4-4: Examples of incorrect background usage**

#### 4.7. Size and Placement.

The logo must be large enough to be legible depending on its particular application, but should never be less than the following dimensions:

- logo height (from the top of the arc to the bottom of the arc after the HD letters) shall be no less than 0.1875 inches (0.4763 centimeters)
- logo width (not including the registration ® symbol) shall be no less than 0.5781 inches (1.4684 centimeters)

Upon receiving the logo artwork from iBiquity, an authorized user may resize the logo to suit its purposes. However, the proportion of height to width must remain the same.

The size and placement of HD Radio logos should distinguish them from other marks and logos. This ensures that consumers do not mistake another company's advertised product or service as one provided by iBiquity. In addition, using HD Radio logos in a manner that suggests your product is developed by iBiquity, that the trademark is part of your company name, or that a product contains iBiquity technologies when it does not, is prohibited.

- HD Radio logos should be no less prominent and in the same relative size as the most prominent third party trademark appearing on a page.
- Always position the logo alone and apart from other text and graphics, especially other trademarks.

#### 4.8. Never Incorporate an HD Radio Logo into Another Logo, Other Text, or Slogans.

As discussed above, in using the HD Radio logos, it is important that they stand out clearly from the other text and graphics on the packaging, computer display, or printed page. Combining an HD Radio logo with other marks may create confusion as to the identities presented by each respective mark.

Figure 4-5 shows incorrect usage: incorporating an HD Radio logo into a slogan.



We Know  Radio®!

*Figure 4-5: Example of incorrect usage: incorporating an HD Radio logo into a slogan*

#### 4.9. Submit Samples of your Intended Use to iBiquity before Production.

Any use of an HD Radio logo on a product must be approved in writing by iBiquity before the product is sold or distributed. You should submit product samples or graphic representations showing the logo on the product, its actual size, and color. iBiquity shall use commercially reasonable efforts to complete its review of a submitted product within thirty (30) days after receipt of an approval request from a licensee.

## 5. Notice Requirements

All authorized uses of the HD Radio trademarks must include proper notice that the trademarks and other intellectual property are owned by iBiquity. Authorized manufacturers of licensed HD Radio products have specific notice requirements for their products, packaging, and manuals as stated in [Section 5.1](#) through [Section 5.3](#). All other uses of the HD Radio trademarks must meet the notice requirements of [Section 5.4](#).

The notices described in these sections may be different from the ones that you have used in the past. If so, you should begin using the new notices in accordance with the terms of your license agreement.

### 5.1. On Your Products.

Licensed HD Radio products must include the following statement, providing notice of iBiquity's intellectual property rights. The statement can be on the rear panel, the bottom surface, the top surface, or any other visible surface of the product, but it does not need to be visible to the consumer. The statement must be legible.

**HD Radio™ Technology Manufactured Under License From iBiquity Digital Corp. U.S. and Foreign Patents. The HD and HD Radio logos are proprietary trademarks of iBiquity Digital Corp.**

### 5.2. On Your Packaging.

Packaging for licensed HD Radio products must include the following notice; fill in the blanks with the trademarks that you are using on the packaging. While there are no requirements for where the notice is placed on the package, the notice must be legible and visible to the consumer or purchaser.

**HD Radio™ Technology Manufactured Under License From iBiquity Digital Corporation. U.S. and Foreign Patents. \_\_\_\_\_ and \_\_\_\_\_ are proprietary trademarks of iBiquity Digital Corp.**

#### Example

HD Radio™ Technology Manufactured Under License From iBiquity Digital Corp. U.S. and Foreign Patents. HD Radio™ and the HD and HD Radio logos are proprietary trademarks of iBiquity Digital Corp.

### 5.3. In Your Manuals.

Manuals for licensed HD Radio products must include the following notice; fill in the blanks with the trademarks that you are using in the manuals. If your manual includes other copyright or trademark notices, include the notice there. The notice must be legible.

**HD Radio™ Technology Manufactured Under License From iBiquity Digital Corporation. U.S. and Foreign Patents. \_\_\_\_\_ and \_\_\_\_\_ are proprietary trademarks of iBiquity Digital Corp.**

#### Example

HD Radio™ Technology Manufactured Under License From iBiquity Digital Corp. U.S. and Foreign Patents. HD Radio™ and the HD Radio logo are proprietary trademarks of iBiquity Digital Corp.

### 5.4. Other Kinds of Uses.

For all other authorized uses of HD Radio trademarks, iBiquity must be identified as the owner of those marks by applying the following notice in an appropriate location, such as a footnote or in conjunction with other trademark or copyright notices. Fill in the blanks with the trademarks that you are using:

\_\_\_\_\_ and \_\_\_\_\_ are proprietary trademarks of iBiquity Digital Corp.

#### Example

HD Radio™ is a proprietary trademark of iBiquity Digital Corp.

#### Example

HD Radio™ and the HD Radio logo are proprietary trademarks of iBiquity Digital Corp.

## 6. Specific Requirements for Broadcasters

### 6.1. On-Air Promotion.

Proper use of the HD Radio trademark in on-air promotions as indicated in [Section 3](#) is important for maintaining the strength of the HD Radio brand.

**In particular, “HD Radio” should be used only as an adjective, never as a noun.**

For example, for licensed stations broadcasting an HD Radio signal, appropriate language for signing in and out of segments would be: “WXYZ now broadcasting using HD Radio technology.”

### 6.2. Print Material.

Licensed broadcasters who are broadcasting an HD Radio signal are authorized to use the trademarks in [Section 1](#) – except for the HD Radio Ready logo – on their websites, printed advertising, printed promotional materials, and other print materials. Please follow the guidelines in [Section 2](#) through [Section 5](#) when using these trademarks.

### 6.3. HD Radio Promotional Materials.

iBiquity and the HD Digital Radio Alliance each have developed websites to assist broadcasters in promoting HD Radio technology: [www.hdradioplaybook.com](http://www.hdradioplaybook.com) and [www.hdradioalliance.com](http://www.hdradioalliance.com), respectively.

## 7. Specific Requirements for Manufacturers

Licensed manufacturers of HD Radio products are authorized to use the HD Radio trademark and HD Radio logos in accordance with their license agreement and in connection with their manufacture of licensed products. Refer to [Section 2](#) through [Section 5](#) for general guidelines for proper trademark usage.

This section identifies the requirements for proper trademark usage specific to the type of product being manufactured. If you are uncertain which requirements you should follow, contact your iBiquity representative or email [trademarkusage@ibiquity.com](mailto:trademarkusage@ibiquity.com) for assistance.

### 7.1: [Broadcast Equipment](#)

This section provides the trademark usage requirements for licensed manufacturers of Licensed Broadcasting Products, including excitors, importers, exporters, engines, and broadcast monitors containing HD Radio technology.

### 7.2: [Chips](#)

This section provides the trademark usage requirements for licensed manufacturers of baseband chips that contain licensed HD Radio technology. This section does not apply to manufacturers of other kinds of chips that may be used in conjunction with licensed HD Radio baseband chips.

### 7.3: [Components](#)

This section provides the trademark usage requirements for licensed manufacturers of licensed HD Radio components, including modules that will be incorporated into receivers for receiving an HD Radio signal.

### 7.4: [Table-top and Portable Receivers](#)

This section provides the trademark usage requirements for licensed manufacturers of table-top or portable radio receivers capable of receiving an HD Radio signal when sold to the consumer.

### 7.5: [Home Audio Systems Containing a Separately Installed Device for Receiving an HD Radio Signal](#)

This section provides a checklist for licensed manufacturers of home audio systems that are sold to consumers with a separate device installed for receiving an HD Radio signal.

### 7.6: [Automotive OEM Receivers](#)

This section provides a checklist for original equipment manufacturers of factory-installed, automotive head units capable of receiving an HD Radio signal.

### 7.7: [Automotive After-Market Receivers Containing an Integrated Tuner for Receiving an HD Radio Signal](#)

This section provides a checklist for manufacturers of after-market automotive head units that have an integrated tuner for receiving an HD Radio signal.

### 7.8: [External Tuner Boxes for Connection to Automotive Receivers](#)

This section provides a checklist for manufacturers of external tuner boxes for receiving an HD Radio signal and that interface to factory-installed OEM receivers or to after-market receivers, either directly or through a translator box.

### 7.9: [HD Radio Ready Products](#)

The HD Radio Ready logo is to be used only with products that cannot receive an HD Radio signal as sold to the consumer, but which are capable of receiving an HD Radio signal if the consumer purchases and connects a licensed HD Radio tuner box or module.

## 7.1. Broadcast Equipment

This section provides the trademark usage requirements for licensed manufacturers of Licensed Broadcasting Products, including excitors, importers, exporters, engines, and broadcast monitors containing HD Radio technology.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in [Section 2](#) through [Section 5](#).
- Apply the HD Radio logo on the front of your product.
  - Use iBiquity's standardized PMS colors, as described in [Section 4.5](#).
  - Ensure that the ® is legible.
- Include the following IP notice on your products, packaging, and manuals. Broadcast monitors do not need to include the last two sentences.

**Manufactured under license from iBiquity Digital Corp. U.S. and Foreign Patents. The HD Radio logo is a proprietary trademark of iBiquity. iBiquity Digital software © 2003-2007 iBiquity Digital Corporation. All rights reserved.**

- Include the following IP notice on all storage devices containing licensed HD Radio software:

**© 2003-2007 iBiquity Digital Corp. All rights reserved.**
- Use the HD Radio logo on at least the first (cover) page of your manuals.
- Use the HD Radio logo on your packaging.
- Do not incorporate the words "HD Radio" into the name of your product.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.

## 7.2. Chips

This section provides the trademark usage requirements for licensed manufacturers of baseband chips that contain licensed HD Radio technology. This section does not apply to manufacturers of other kinds of chips that may be used in conjunction with licensed HD Radio baseband chips.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Verify that you are using the HD Radio trademarks in the manner required by your license agreement.
- Verify that you are not using the HD Radio trademarks in ways not permitted by your license agreement.
- Follow the General Guidelines in [Section 2](#) through [Section 5](#) to the extent applicable.
- Print the HD Radio logo on your chips' packaging.
  - If the HD Radio logo will not fit or would be too small to be legible, apply the HD logo instead.
  - Ensure that the ® is legible.
  - Due to manufacturing constraints, the color requirements in [Section 4.5](#) may not apply to the HD or HD Radio logos when printed on chips.
- Include the HD Radio logo on your product data sheets and other product-related documentation, including web pages and promotional materials.
- Be sure that your documentation does not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your documentation is marked with the ™ symbol.
- Include the following IP notice with your documentation, including any documents accompanying the shipments of chips. For example, this notice can be placed on a sheet of paper included in the shipping box or on a label applied to the box:

**Manufactured under license from iBiquity Digital Corp. U.S. and Foreign Patents. The HD Radio logo is a proprietary trademark of iBiquity Digital Corp.**

### 7.3. Components

This section provides the trademark usage requirements for licensed manufacturers of licensed HD Radio components, including modules that will be incorporated into receivers for receiving an HD Radio signal.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in [Section 2](#) through [Section 5](#).
- Apply the HD Radio logo to your product in a visible location.
  - Use iBiquity's standard PMS colors, as described in [Section 4.5](#).
  - Ensure that the logo and the ® symbol are legible.

If you cannot meet these requirements because your product is too small, contact your iBiquity representative to discuss alternatives.

- Apply the following IP notice to your product and to all documentation, including data sheets, specifications, diagrams, packaging, and manuals:

**Manufactured under license from iBiquity Digital Corp. U.S. and Foreign Patents. HD Radio™ and the HD Radio logo are proprietary trademarks of iBiquity Digital Corp.**

- Use the HD Radio logo in any data sheets, specifications, diagrams, manuals or packaging associated with your HD Radio products.
- Be sure that your documentation, including any web pages, does not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your documentation, including any web pages, is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
  - Provide iBiquity with at least 30 days to review your materials.
  - Allow sufficient time to make revisions requested by iBiquity before production begins.

## 7.4. Table-top and Portable Receivers

This section provides the trademark usage requirements for licensed manufacturers of table-top or portable radio receivers capable of receiving an HD Radio signal when sold to the consumer.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in [Section 2](#) through [Section 5](#).
- Apply the HD Radio logo to the front (face plate) of your product.
  - Use iBiquity's standard PMS colors, as described in [Section 4.5](#).
  - Ensure that the ® is legible.
  - Ensure that the logo will be visible when the product is in operation.
- Apply the appropriate IP notice to your products, packaging, and manuals. See [Section 5](#) for notice requirements.
- Use the HD Radio logo on at least the first (cover) page of your manuals.
- Use the HD Radio logo on all of your product's promotional materials. Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Use the HD Radio logo on your packaging.
- If you use the HD logo as an indicator light, follow the General Guidelines in [Section 4](#) for proper logo usage.
- Do not incorporate the words "HD Radio" into the name of your product.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
  - Provide iBiquity with at least 30 days to review your materials.
  - Allow sufficient time to make revisions requested by iBiquity before production begins.

## 7.5. Home Audio Systems Containing a Separately Installed Device for Receiving an HD Radio Signal

This section provides the trademark usage requirements for licensed manufacturers of home audio systems that are sold to consumers with a separate device installed for receiving an HD Radio signal.

If you are selling a table-top receiver that is capable of receiving an HD Radio signal when a separate device is installed, but that device is not installed when the receiver is sold to consumers, then see the requirements for HD Radio Ready Products, [Section 7.9](#).

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in [Section 2](#) through [Section 5](#).
- Apply the HD Radio logo to the front (face plate) of your product.
  - Use iBiquity's standard PMS colors, as described in [Section 4.5](#).
  - Ensure that the ® is legible.
  - Ensure that the logo will be visible when the product is in operation.
- Apply the appropriate IP notice to your products, packaging, and manuals. See [Section 5](#) for notice requirements.
- Use the HD Radio logo on at least the first (cover) page of your manuals.
- Use the HD Radio logo on all of your product's promotional materials. Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Use the HD Radio logo on your packaging.
- If you use the HD logo as an indicator light, follow the General Guidelines in [Section 4](#) for proper logo usage.
- Do not incorporate the words "HD Radio" into the name of your product.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
  - Provide iBiquity with at least 30 days to review your materials.
  - Allow sufficient time to make revisions requested by iBiquity before production begins.

## 7.6. Automotive OEM Receivers

This section provides the trademark usage requirements for original equipment manufacturers of factory-installed, automotive head units capable of receiving an HD Radio signal.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in [Section 2](#) through [Section 5](#).
- If possible, apply the HD Radio logo on the front (face plate) of your product.
  - Use iBiquity's standard PMS colors, as described in [Section 4.5](#).
  - Ensure that the ® is legible.
  - Ensure that the logo will be visible when the product is installed for operation.

If you cannot include the logo on the front of your product, acceptable alternatives are to use the HD logo or HD Radio logo as part of your product's graphical user interface.

Please contact your iBiquity representative to discuss other acceptable alternatives for your particular situation. iBiquity will take into consideration specific product styling and appearance constraints.

- Include the appropriate IP notice on your products, manuals, and packaging (if applicable). See [Section 5](#) for notice requirements.
- Use the HD Radio logo in the relevant section of your user manuals.
- Use the HD Radio logo on all of your product's promotional materials. Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
  - Provide iBiquity with at least 30 days to review your materials.
  - Allow sufficient time to make revisions requested by iBiquity before production begins.

## 7.7. Automotive After-Market Receivers Containing an Integrated Tuner for Receiving an HD Radio Signal

This section provides the trademark usage requirements for manufacturers of after-market automotive head units that have an integrated tuner for receiving an HD Radio signal.

If your product is an after-market automotive head unit that is capable of receiving an HD Radio signal when connected to an external tuner box, see the guidelines for HD Radio Ready Products, [Section 7.9](#).

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in [Section 2](#) through [Section 5](#).
- Apply the HD Radio logo on the front (face plate) of your product.
  - Use iBiquity's standard PMS colors, as described in [Section 4.5](#).
  - Ensure that the ® is legible.
  - Ensure that the logo will be visible when the product is installed for operation.
- Apply the appropriate IP notice to your products, packaging, and manuals. See [Section 5](#) for notice requirements.
- Use the HD Radio logo on at least the first (cover) page of your manuals.
- Use the HD Radio logo on all of your product's promotional materials. Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Use the HD Radio logo on your packaging.
- If you use the HD logo as an indicator light, follow the General Guidelines in [Section 4](#) for proper logo usage.
- Do not incorporate the words "HD Radio" into the name of your product.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
  - Provide iBiquity with at least 30 days to review your materials.
  - Allow sufficient time to make revisions requested by iBiquity before production begins.

## 7.8. External Tuner Boxes for Connection to Automotive Receivers

This section provides the trademark usage requirements for manufacturers of external tuner boxes for receiving an HD Radio signal and that interface to factory-installed OEM receivers or to after-market receivers, either directly or through a translator box.

If you are bundling an external tuner box with other devices, such as a user interface device or translator box, please contact your iBiquity representative to ensure proper use of the HD Radio and HD Radio Ready logos.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in [Section 2](#) through [Section 5](#).
- Apply the HD Radio logo to the tuner box.
  - Use iBiquity's standard PMS colors, as described in [Section 4.5](#).
  - Ensure that the ® is legible.
- Apply the appropriate IP notice to your products, packaging, and manuals. See [Section 5](#) for notice requirements.
- Use the HD Radio logo on at least the first (cover) page of your manuals.
- Use the HD Radio logo on all of your product's promotional materials. Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Use the HD Radio logo on your packaging.
- If you use the HD logo as an indicator light, follow the General Guidelines in [Section 4](#) for proper logo usage.
- Do not incorporate the words "HD Radio" into the name of your product.
- Be sure that your manuals, packaging, web pages and other materials do not use the words "HD Radio" as a noun.
- Be sure that the first or most prominent use of the words "HD Radio" in your manuals, packaging, web pages and other materials is marked with the ™ symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
  - Provide iBiquity with at least 30 days to review your materials.
  - Allow sufficient time to make revisions requested by iBiquity before production begins.

## 7.9. HD Radio Ready Products

This section provides the trademark usage requirements for the HD Radio Ready logo. The HD Radio Ready logo is to be used only with products that cannot receive an HD Radio signal as sold to the consumer, but which are capable of receiving an HD Radio signal if the consumer purchases and connects a licensed HD Radio tuner box or module. HD Radio Ready products may include:

- table-top receivers that are capable of playing an HD Radio signal when a separate device for receiving the HD Radio signal is installed, but the receiver is sold to consumers without the separate device installed;
- after-market automotive head units that are capable of playing an HD Radio signal when connected to a licensed external tuner box for receiving the HD Radio signal; and
- translator boxes for interfacing a separate HD Radio tuner box to a factory-installed OEM receiver or to an after-market automotive receiver.

The HD Radio Ready logo must be used on these types of products; do not use the HD Radio logo. **You must be specifically authorized to use the HD Radio Ready logo.** Please contact your iBiquity representative to obtain the appropriate license.

If you are bundling one of these devices with another device, such as an external tuner box, please contact your iBiquity representative to ensure proper use of the HD Radio and HD Radio Ready logos.

If any of these requirements are inconsistent with the terms of your license agreement, you should follow your license agreement and contact your iBiquity representative so that we can help you resolve the inconsistencies.

- Follow the General Guidelines in [Section 2](#) through [Section 5](#).
- Apply the HD Radio Ready logo to the front (face plate) of your product.
  - Use iBiquity's standard PMS colors, as described in [Section 4.5](#).
  - Ensure that the ® is legible.
  - Ensure that the logo will be visible when the product is in operation.
- Include the following IP notice on your products, packaging, and manuals:

**The HD Radio Ready logo is a proprietary trademark of iBiquity Digital Corp.**

- Use the HD Radio Ready logo on at least the first (cover) page of your manuals.
- Use the HD Radio Ready logo on all of your product's promotional materials. Promotional materials include, but are not limited to, product brochures, websites, direct marketing materials, point-of-purchase displays, and advertisements.
- Use the HD Radio Ready logo on your packaging.
- If you use the HD logo as an indicator light, follow the General Guidelines in [Section 4](#) for proper logo usage.
- Do not incorporate the words "HD Radio" into the name of your product.

- Be sure that your manuals, packaging, web pages and other materials do not use the words “HD Radio” as a noun.
- Be sure that the first or most prominent use of the words “HD Radio” in your manuals, packaging, web pages and other materials is marked with the <sup>TM</sup> symbol.
- Submit samples of your products, manuals, and packaging for review and approval by iBiquity well in advance of production.
  - Provide iBiquity with at least 30 days to review your materials.
  - Allow sufficient time to make revisions requested by iBiquity before production begins.

## 8. Guidelines for Media and the Press

Media and the press may use the HD Radio word mark in text without prior approval from iBiquity, provided that the uses are truthful, fair, and not misleading. However, you may not use any HD Radio logos unless specifically authorized by iBiquity to do so.

In addition to following the General Guidelines in [Section 3](#) for using trademarks in text, use the following checklist to ensure that you are complying with proper trademark use.

- Do not equate “HD” to “hybrid digital” or “high definition”. “HD Radio” is the brand name for the digital AM and FM radio technology developed by iBiquity. “HD” is part of the brand name and does not stand for either high definition or hybrid digital.
- Be sure that your text does not use the words “HD Radio” as a noun.
- Be sure that the first or most prominent use of the words “HD Radio” (often in the title of your piece) is marked with the <sup>TM</sup> symbol.
- Include the following notice somewhere in your text, such as in a footnote or small print at the bottom of the page:

**HD Radio<sup>TM</sup> is a proprietary trademark of iBiquity Digital Corp.**

## 9. Guidelines for Authors

Authors of books or other educational materials may use the HD Radio word mark in text without prior approval from iBiquity, provided the uses are truthful, fair, and not misleading. However, you may not use any HD Radio logos unless specifically authorized by iBiquity to do so.

In addition to following the General Guidelines in [Section 3](#) for using trademarks in text, use the following checklist to ensure that you are complying with proper trademark use.

- Do not equate “HD” to “hybrid digital” or “high definition”. “HD Radio” is the brand name for the digital AM and FM radio technology developed by iBiquity. “HD” is part of the brand name and does not stand for either high definition or hybrid digital.
- Be sure that your text does not use the words “HD Radio” as a noun.
- Be sure that the first or most prominent use of the words “HD Radio” (typically in the title of your piece) is marked with the <sup>TM</sup> symbol.
- Include the following notice somewhere in your text, such as where you place your copyright notice:

**HD Radio™ is a proprietary trademark of iBiquity Digital Corp. The author is not affiliated with and this text is not endorsed by iBiquity.**