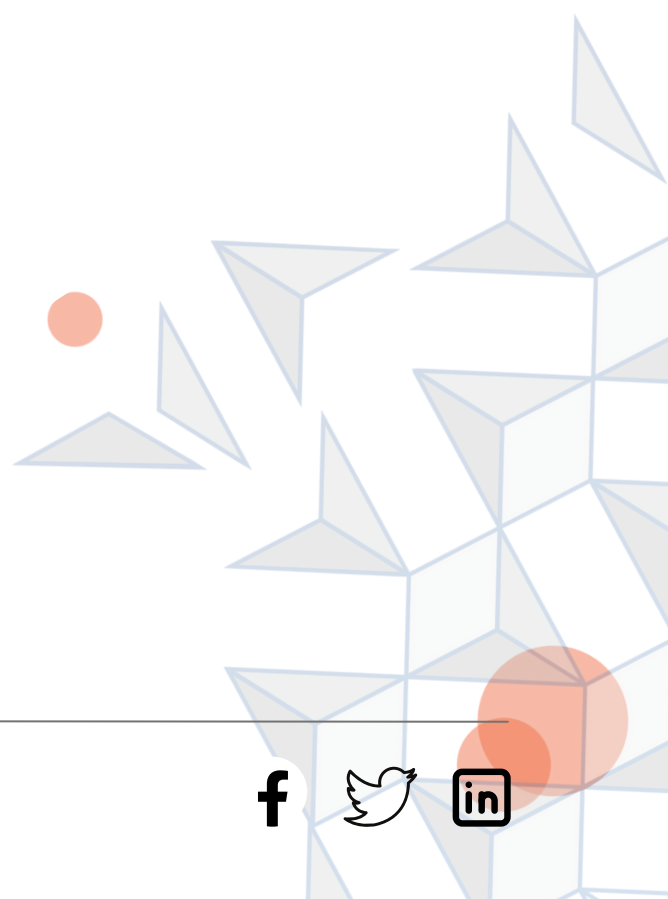




Trademark and Usage Guidelines



Nyriad, Inc. trademarks are used in connection with products and services worldwide to signify the quality and excellence for which Nyriad is known. Nyriad has obtained valuable intellectual property rights through proper and continuous use of its trademarks. Adherence to the following usage guidelines will help to maintain the value and integrity of the Nyriad brand. These guidelines may be updated from time to time by Nyriad in writing and in such event, you shall promptly modify your usage to reflect such updates.

Trademark List

Nyriad®
UltraIO™
UltraEXT™



Nyriad® is a registered trademark of Nyriad, Inc in the United States, Canada, European Union, Australia, New Zealand, India, Japan, Singapore, and China and a trademark of Nyriad in other countries.

Referential Trademark Usage

Nyriad trademarks may be used to refer to Nyriad products and services in marketing and promotional literature, print materials and other media provided that:

1. These trademark usage guidelines are adhered to.
2. Nyriad trademarks are not used to disparage Nyriad or Nyriad products and services.
3. Nyriad trademarks are not used in false or misleading advertising.
4. Nyriad trademarks are not used in objectionable material.
5. No relationship or association with Nyriad that does not exist is implied.
6. Appropriate notice indicating that the trademark(s) is owned by Nyriad, Inc. is used.

General Trademark Usage Guidelines

1. Use appropriate markings. Always capitalize and designate the trademark with the appropriate “TM”, “SM” or “®”. Until the trademarks proceed to registration in the particular country, only the “TM” or “SM” designation shall be used. Also, **the first usage or most prominent usage** of a Nyriad product or service name should be preceded by the Nyriad® brand in the same type size, font color and line.

Correct: Nyriad® UltraIO™ storage system [*for first usage*] or the UltraIO™ storage system [*for later usage in same material*].

2. Use Nyriad trademarks as adjectives. Always use Nyriad trademarks as adjectives that describe the generic product. Never use Nyriad trademarks as nouns or verbs.

Correct: License the UltraIO™ storage system from an authorized reseller.

Incorrect: Purchase UltraIO™ from your reseller.

3. Never use Nyriad trademarks as a possessive or in the plural form.

Correct: the UltraIO™ storage system.

Incorrect: Nyriad’s UltraIO™ storage system.

4. Attribute ownership of Nyriad trademarks to Nyriad, Inc.

Include a notice of trademark attribution where appropriate such as on all labeling, product, printed materials, online, and other media:

Correct: Nyriad® is a registered trademark of Nyriad, Inc in the United States, Canada, European Union, Australia, New Zealand, India, Japan, Singapore, and China and a trademark of Nyriad in other countries.

Or when using outside of the United States, “ Nyriad™ is a trademark of Nyriad, Inc, registered in the United States and other countries”.

5. Third parties may not use any Nyriad trademarks as their own trademark, service mark, trade name, domain name, product name, or logo. Nyriad trademarks identify the goods and services of Nyriad, Inc. and its affiliated entities. No third party may use any Nyriad trademark as its own trademark, service mark, trade name, domain name, product name, or logo. Third parties must have their own distinct trademark, service mark, trade name, domain name, product name, or logo that does not include any Nyriad trademarks. However, the Nyriad trademark may be used referentially in connection with a third party’s product.

Correct: XYZ product for use with the Nyriad UltraIO™ storage system.

6. Distinguish Nyriad trademarks from surrounding text. When a Nyriad trademark is used in a non-stylized form, such as in the body of an advertisement, it should be set apart and distinguished from the other words in the text. This objective may be accomplished by rendering the Nyriad trademark in boldface type, italics, capital letters, underscored, or set in quotation marks:

Correct: Businesses are empowered to thrive using the ***Nyriad UltraIO™*** storage system.

Incorrect: Businesses are empowered to thrive using Nyriad ultraio storage system.

7. Do not abbreviate or alter the spelling of Nyriad trademarks.

Usage Rules for the Nyriad Logo(s)

The Nyriad logo(s) may not be used without written permission from Nyriad, Inc. All usage of Nyriad logos shall be pursuant to these guidelines and the style guidelines located at the [Nyriad Visual Brand Guide](#)

- a. Use only the approved master artwork. The Nyriad logos are single, standalone pieces of artwork. When reproducing the logos, use only the master artwork provided by Nyriad. Do not alter or distort the appearance of the logo in anyway, for example, by adding design elements, colors, or font changes. The logo must always look clean, sharp, and well produced.
- b. Allow a minimum clear space around the Nyriad logo. Always allow for a minimum clear space around the Nyriad logo. Never violate the clear space with any graphic elements, words, or charts.
- c. Maintain Legibility. Never reproduce the logo in a manner that causes the logo to become blurry or illegible, which may happen if the logo is reproduced too small.
- d. Do not use any Nyriad logo as a decorative device. Do not use any Nyriad logo(s) for purely decorative purposes in any marketing materials, packaging or on a website without the express written consent of Nyriad.
- e. Approval. Nyriad must be provided with samples of finished product and marketing materials that contain the Nyriad trademarks prior to their first use unless otherwise specified in writing by Nyriad.