



**Guidelines for
Notice to End Users
September 2016**

NOTICE: THE STRUCTURE OF THE HEVC ADVANCE LICENSING PROGRAM, INCLUDING THE TERMS HEVC ADVANCE IS CURRENTLY AUTHORIZED TO OFFER IN ITS PATENT PORTFOLIO LICENSE AGREEMENT, ARE SUBJECT TO REVIEW AND CHANGE UNTIL A LICENSE IS EXECUTED. ACCORDINGLY, THE CURRENT STATEMENTS ON THIS SITE AND THE TERMS IN THE EXEMPLAR DOCUMENTS AVAILABLE FOR DOWNLOAD SHOULD NOT BE RELIED UPON AS A GUARANTEE OF FUTURE TERMS OR CONDITIONS OF THE HEVC ADVANCE LICENSING PROGRAM OR THE TYPES OF ENTITIES TO WHOM HEVC ADVANCE OFFERS A LICENSE AND/OR REQUIRES TO BE LICENSED. THE ONLY WAY TO GUARANTEE CURRENTLY-STATED TERMS FOR YOUR COMPANY IS TO EXECUTE A LICENSE DURING THE PERIOD IN WHICH SUCH TERMS ARE AVAILABLE.

Guidelines for the Required Notice Under Section 7 of PPL

Notice Requirement

- Under sections 7.1 and 7.1.2 of the Patent Pool License Agreement (“PPL”), Licensee is required to provide written NOTICE, and/or require those in the chain of distribution of Licensee’s Consumer HEVC Products to provide written NOTICE, to the End User at the time of Sale. Failure to provide NOTICE is a breach of the PPL.

Required Notice to the End User

- **THIS PRODUCT IS SOLD WITH A LIMITED LICENSE AND IS AUTHORIZED TO BE USED ONLY IN CONNECTION WITH HEVC CONTENT THAT MEETS EACH OF THE THREE FOLLOWING QUALIFICATIONS: (1) HEVC CONTENT ONLY FOR PERSONAL USE; (2) HEVC CONTENT THAT IS NOT OFFERED FOR SALE; AND (3) HEVC CONTENT THAT IS CREATED BY THE OWNER OF THE PRODUCT. THIS PRODUCT MAY NOT BE USED IN CONNECTION WITH HEVC ENCODED CONTENT CREATED BY A THIRD PARTY, WHICH THE USER HAS ORDERED OR PURCHASED FROM A THIRD PARTY, UNLESS THE USER IS SEPARATELY GRANTED RIGHTS TO USE THE PRODUCT WITH SUCH CONTENT BY A LICENSED SELLER OF THE CONTENT. YOUR USE OF THIS PRODUCT IN CONNECTION WITH HEVC ENCODED CONTENT IS DEEMED ACCEPTANCE OF THE LIMITED AUTHORITY TO USE AS NOTED ABOVE.**

Guidelines for the Required Notice Under Section 7 of PPL

Language of Notice

- The NOTICE must be in the local language(s) of the country of the End User and in English. In cases where multiple languages are used and it is not practical to include the NOTICE in every language, then it is acceptable to limit the NOTICE to (1) the predominant language used on the Consumer HEVC Product and user information, and (2) English. It must be provided in capital letters in font size equal to or larger than the accompanying text.
- Translations are available upon request.

Proper Placement of the Notice

- The Licensee shall provide the NOTICE in Licensee's Consumer End User Agreement that accompanies the Consumer HEVC Product when sold to the End User. If no Consumer End User Agreement is provided to the End User, then the NOTICE shall be provided with the Consumer HEVC Product at the time of sale. Licensee shall notify the Licensing Administrator in the event there are any questions concerning the above.

Guidelines for the Required Notice Under Section 7 of PPL

Additional Notice Requirement for Sales to a Commercial Service Authorized Provider

- In addition to the Notice requirements described in the preceding slides, under Section 7.1.1 of the PPL, Licensee is required to provide separate written NOTICE to a Commercial Service Authorized Provider at the time of Sale. Failure to provide such NOTICE is a breach of the PPL.
- LICENSEE MUST FURTHER REQUIRE THAT, IN THE EVENT OF RESALE BY THE Commercial Service Authorized Provider, THE NOTICE REQUIRED UNDER SECTION 7.1 OF THE PPL (AND AS DESCRIBED IN THE PRECEDING SLIDES) BE PROVIDED TO THE END USER AT THE TIME OF SUCH RESALE.

Guidelines for the Required Notice Under Section 7 of PPL

Required Notice to a Commercial Service Authorized Provider

- **THIS PRODUCT IS SOLD WITH A LIMITED LICENSE AND IS AUTHORIZED TO BE USED ONLY IN CONNECTION WITH HEVC CONTENT THAT IS NOT SOLD OR OFFERED FOR SALE. THIS PRODUCT MAY NOT BE USED IN CONNECTION WITH HEVC ENCODED CONTENT CREATED BY A THIRD PARTY, WHICH THE USER HAS ORDERED OR PURCHASED FROM A THIRD PARTY, OR WITH RESPECT TO WHICH THE USER KNOWS ANY MONEY OR OTHER COMPENSATION WAS PAID TO A THIRD PARTY. YOUR USE OF THIS PRODUCT IN CONNECTION WITH HEVC ENCODED CONTENT IS DEEMED ACCEPTANCE OF THE LIMITED AUTHORITY TO USE AS NOTED IN PRECEDING SLIDES.**

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 Thank You.

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