



HEVCAdvance[®]
Patent Marking Guidelines

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.

Patent Marking Guidelines – Obligation

- Section 2.7 of the Patent Pool License Agreement (“PPL”) defines a Licensee’s patent marking obligations.
- These Guidelines are intended to offer examples of markings that satisfy a Licensee’s obligations.
- These Guidelines do not modify or replace the obligations in the PPL, but instead provide examples of how to meet them.
- These Guidelines may be updated from time to time, and our Licensees will be afforded a reasonable amount of time to update their patent markings.
- If you have any questions or concerns about these Guidelines, please contact us at licensing@hevcadvance.com.

Patent Marking Guidelines – General

- Except as otherwise described herein, the marking obligation is met by marking Consumer HEVC Products as follows:
 - “Covered by one or more claims of the patents listed at patentlist.hevcadvance.com.”
- **Appearance**
 - The marking should be easily read without aids by the End User.
 - The marking should be written in the language(s) used on the Consumer HEVC Product or its packaging. In cases where multiple languages are used and it is not practical to include the marking in every language, then it is acceptable to limit marking to (1) the predominant language used on the Consumer HEVC Product or its packaging, and (2) English.
 - Translations of the patent marking are available upon request.
- **Placement**
 - Patent marking information should be placed on the product itself.
 - If that is not reasonably feasible or practical, then it should be placed on the outside of the product packaging delivered to the end user in an unobscured location. Marking any associated devices, packaging, product inserts or other accompanying documentation is also permissible.

Patent Marking Guidelines – Software

- In addition to the General Requirement above, for HEVC Software, a Licensee must also display the marking during software installation.
- This requirement is satisfied by displaying to an End User the following during installation:
 - “Covered by one or more claims of the patents listed at patentlist.hevcadvance.com.”
- **Appearance**
 - The marking should be easily read without aids by the End User.
 - The marking should be written in the language(s) used on the Consumer HEVC Product or its packaging. In cases where multiple languages are used and it is not practical to include the marking in every language, then it is acceptable to limit marking to (1) the predominant language used on the Consumer HEVC Product or its packaging, and (2) English.
 - Translations of the patent marking are available upon request.

Patent Marking Guidelines – For Trademark Licensees

- HEVC Advance allows its trademark licensees to combine the licensed HEVC Advance logo with a patent marking notice. HEVC Advance can make associated design files available to interested trademark licensees.
- To ensure legibility of the patent marking notice, the minimum width of the combined horizontal logo is 58mm and the minimum height of the combined vertical logo is 43mm.



 Thank You.

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