NVM EXPRESS, INC. TRADEMARK AND LOGO USAGE GUIDELINES
EFFECTIVE AS OF April 26, 2018

THE NVM EXPRESS™ MARKS (AS DEFINED BELOW) MAY BE USED BY NVM EXPRESS, INC. MEMBERS ONLY PURSUANT TO THESE TRADEMARK AND LOGO USAGE GUIDELINES, AS THEY MAY BE AMENDED (HEREINAFTER, THESE "GUIDELINES").

NON-MEMBERS OF NVM EXPRESS, INC. MAY NOT USE ANY NVM EXPRESS MARKS.

Authorized members may use the NVM Express Marks only as provided in these Guidelines. Your use must not mislead the public as to any sponsorship, affiliation, or endorsement of your company, or your products or services by NVM Express, Inc. The NVM Express Logo is restricted to use by members only; however, media use of the logo is allowed following the guidelines in this document. NVM Express, Inc. retains the final rights for third party references and display of the NVM Express Logo.

Note that NVM Express, Inc. may deny Member companies access to the logo artwork files if, in NVM Express Inc.'s sole determination, the Member is at that time making improper use of any NVM Express Marks as required under these Guidelines. NVM Express, Inc. is not, however, under any duty to police compliance with our Guidelines except as provided under trademark law.

In the event that these Guidelines change such that a Member's use of the NVM Express Marks no longer complies with these Guidelines, the Member must phase out any nonconforming use of all NVM Express Marks within three (3) months, or such other reasonable period of time as agreed to in writing by NVM Express, Inc.

The uses of any trademarks of NVM Express, Inc. referenced in these Guidelines do not in any way constitute a license from NVM Express, Inc. apart or independent from a full trademark licensing agreement or otherwise grant permission to a Member to use the trademarks.

APPLICATION OF THESE GUIDELINES
The trademarks, service marks and logos owned by NVM Express, Inc. are collectively referred to in these Guidelines as the "NVM Express Marks." In these Guidelines, one particular mark, such as the NVM Express™ logo mark, may be used as an example to illustrate a particular guideline. However, each guideline is to be applied to the use of any and all of the NVM Express Marks listed in these Guidelines.

TRADEMARK DESIGNATIONS TO BE USED WITH ALL NVM EXPRESS MARKS
The appropriate registered trademark symbols or designation (e.g., ®) must be applied to the NVM Express Marks in accordance with the current list of marks that may be provided in these Guidelines and as updated from time to time.

The ® symbol designation is used only with the NVM Express Marks that have been registered with the United States Patent & Trademark Office (USPTO). The "TM" designation is used with the written out NVM Express name, but never with the NVM Express Mark.

NVM Express Marks that are logos or stylized marks must appear with the ® symbol designation exactly as shown in the NVM Express digital artwork files.

For NVM Express Marks that are word marks, the marks should be used with the proper designation (such as the "TM" designation) immediately above and to the right of the mark. For example: NVM Express™ specification.

Where it is difficult or impossible to reproduce the "TM" notice in the above format, use "(TM)" immediately to the right of the mark. For example: NVM Express (TM) specification.

Repeated References
For repeated references to NVM Express Marks in a continuous document (such as a white paper, report, press release, and the like), use the trademark symbol/designation (e.g., ®) with any use of any particular mark in the title of the document and with the first use of any particular mark in the body of the text. Subsequent use of any particular mark does not require further trademark symbol/designation.

For repeated references to the NVM Express Marks in materials that can be easily separated and reordered (such as presentations, transparencies, or websites), use the trademark symbol/designation with the first use of any particular mark on each "page." Subsequent use of any particular mark on the same "page" does not require further trademark symbol/designation.

In all other contexts, use the trademark symbol/designation with each and every use of a mark.

Legends
NVM Express, Inc. strongly encourages its members to use a trademark ownership legend. NVM Express, Inc. requires its members to use a legend in any materials in which the licensee uses any NVM Express Mark or has a legend to identify any third party as the owner of any marks. Logo marks may be identified by the word portion of the mark, followed by the words "design mark" (for example, "NVM Express ®design mark").

The preferred form of legend is:
The NVM Express® design mark is a registered trademark of NVM Express, Inc.

Registration
NVM Express, Inc. may apply for registration of various NVM Express Marks from time to time. As registrations issue, the required and/or preferred forms of trademark symbols/ designation (® or TM) and legends listed above must be changed; and these

Guidelines (including, but not limited to, any appendix hereto) will be revised to reflect the necessary changes. All users must comply with updated Guidelines as of their effective date.

NVM EXPRESS MARKS THAT ARE WORD MARKS -- MANNER OF USAGE

Appearance of Marks

NVM Express™ Marks that are word marks include (but are not limited to) the following marks:

- NVM Express™
- NVMe™ (NVM Express™)
- NVMe-oF™ (NVM Express™ over Fabrics)
- NVMe-MI™ (NVM Express™ Management Interface)

These word marks are simply the words or terms appearing therein. They are used to designate the association services of NVM Express, Inc.

Use as an Adjective

Trademarks and service marks, when used correctly, are proper adjectives. Therefore, the word mark NVM Express™ or other marks listed above should be used only as an adjective to describe a generic product or service (unless referring specifically and only to its existence as a name or mark). Misuse of the mark can damage its strength and value -- so it is very important that neither NVM Express™ nor any other NVM Express Mark be used as a noun or in a generic sense.

The preferred nouns with which NVM Express™ should be used are as follows:

- NVM Express™ organization
- NVM Express™ specification
- NVM Express™ member company
- NVM Express™ Promoters (or any committee)
- NVM Express™ technology
- NVM Express™ architecture

Other nouns with which NVM Express™ may be used are as follows:

- NVM Express™ standard
- NVM Express™ product
- NVM Express™ member

Preferred marks that are abbreviations for NVM Express™ intellectual property should be used as follows:

- NVMe™ (NVM Express™)
- NVMe-oF™ (NVM Express™ over Fabrics)
- NVMe-MI™ (NVM Express™ Management Interface)

Preferred name for NVMe over PCIe:
- NVMe™ over PCIe™
  - Abbreviation:
    - NVMe/PCIe

Preferred name for NVMe over Fabrics agnostic to the transport:
- NVMe™ over Fabrics
  - Abbreviation:
    - NVMe-oF™

Preferred names to describe applications:
- NVMe™ over RDMA
  - Abbreviation:
    - NVMe/RDMA
- NVMe™ over Fibre Channel
  - Abbreviation:
    - NVMe/FC
- NVMe™ over TCP
  - Abbreviation:
    - NVMe/TCP

For instances where it is necessary to specify the application's transport, the following naming structure should be used:
- NVMe™ over RoCE
- NVMe™ over InfiniBand
- NVMe™ over iWARP
- NVMe™ over FCoE

Abbreviations:
- NVMe/RoCE
- NVMe/IB
- NVMe/iWARP
- NVMe/FCoE

The NVM Express Mark abbreviations do not require the ™ symbol in order to minimize required space. When an abbreviation is used in materials it should be included within the trademark legend. Trademark legends are described on page 2 of this document.

The above is not intended to be an all-inclusive or exhaustive list with which the NVM Express Marks may be used and is subject to revision at any time by NVM Express, Inc.

Prohibited Uses
The NVM Express Marks may not be used in any manner that is likely to cause confusion in the public, for example, suggesting a closer relationship with, affiliation with, sponsorship by, or endorsement by NVM Express, Inc. than actually exists.

The NVM Express Marks may not appear in or as part of the name, trademark, service

mark or logo of any company or organization other than NVM Express, Inc.

Members of NVM Express, Inc. must also take particular care not to adopt any name, trademark, service mark or logo that is confusingly similar to the NVM Express Marks.

The NVM Express Marks may not appear in the descriptions of services used in an application to register a trademark or service mark.

The NVM Express Marks may not appear in or as part of an Internet domain name.

The NVM Express Marks may not appear in or as part of the name of a product (including in or as part of the tagline for a product). For example, Members may not use the following for a product name: Company X NVM Express Widget. Members of NVM Express must also take particular care not to adopt any product name or trademark that is confusingly similar to the NVM Express Marks.

NVM Express marks may be used by members to identify a product compatible with one or more of the specifications. The NVM Express Logo may be used if the product has passed the tests administered under the aegis of the UNH-IOL NVM Express Consortium. For products in categories that are not covered by an NVM Express compliance or testing program, use of the logo may be allowed but is subject to review by NVM Express, Inc.

The NVM Express Marks should not be used in any manner that is likely to confuse the public or mislead the public into believing that the activities of third parties are those of NVM Express, Inc.

The NVM Express Marks may not be used with the word "Certified" since the NVM Express compliance program is not a certification program, nor are the various NVM Express Marks registered as Certification Marks.

NVM EXPRESS MARKS THAT ARE LOGO MARKS

Manner of Usage
This section provides additional guidance regarding NVM Express Marks that are in a logo or stylized format (hereinafter, "NVM Express Logo(s)").

Your company name, logo, or product name must appear on any products or related materials where the NVM Express® Logo is used.

You must use the NVM Express® Logos exactly as they are shown in the NVM Express digital artwork files; you may not imitate the NVM Express® Logo(s) in any of your materials.

You may not combine the NVM Express® Logo(s) with any other feature, including other marks, word, graphics, photos, slogans, numbers, design features, or symbols. The NVM Express® Logo(s) may not be used as a design feature on any of your materials.

Logos

The 3-color version is the preferred version of the NVM Express® Logo.

The 2-color version may be used for 2 color applications where background colors conflict with NVM Express Blue and NVM Express Red.

The 1-color, black version should be used for single-color applications.

The 1-color, white version should be used for dark background applications.

NVM Express® Logo(s) may be reproduced only in the versions shown in this document and may not be altered in any way. The NVM Express® Logos must be reproduced from the NVM Express digital artwork files.

Logo Usage
To be effective, the NVM Express® Logo must be treated appropriately and consistently. Clear space, minimum size, and logo position requirements must be followed.

These requirements apply to all NVM Express® Marks that are in a logo or stylized format.

Clear Space
Avoid visual clutter by maintaining a minimum amount of clear space around the logo that is equal to the height of "Express" for the size selected
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Minimum Size for Print
The minimum width of the logo in print materials is 0.6 inch (15.24mm) and the minimum height of the logo is 0.17 inch (4.32) mm. Exceptions are allowed for product labels where there is not enough space for these minimums. In those cases, the requirement is that the logo must be legible and not distorted.

Minimum Size for Websites

The minimum width of the logo is 100 pixels. The supplied on-screen logos are created with the clear space built into the files. The smallest file available is set to the minimum size requirement and should not be scaled down.

Logo position
To position the logo correctly, use the left corner of the logo as the vertical guideline. Use the top edge of the logo as the horizontal guideline.

Logo Color -– 3-Color Logo

The color NVM Express® Logo has been created as a 3-color logo. It is best to reproduce the logo using the PANTONE® numbers shown below. When reproducing these colors in 4-color process inks, or on screen (RGB), the screen tints listed here should be used.

NVM Express Blue:	NVM Express Red:	NVM Express Black:
Use PANTONE® 7461C	Use PANTONE® 485C	Use PANTONE® N/A
4-color	**4-color**	**4-color**
Cyan: 100%	Cyan: 0%	Cyan: 0%
Magenta: 49%	Magenta: 100%	Magenta: 0%
Yellow: 0%	Yellow: 100%	Yellow: 0%
Black: 0%	Black: 0%	Black: 100%
RGB	**RGB**	**RGB**
Red 0	Red 237	Red 0
Green 115	Green 28	Green 0
Blue 189	Blue 36	Blue 0

Logo Color – 2-color

The color NVM Express® Logo has been created as a 2-color logo. It is best to reproduce the logo using the PANTONE® numbers shown below. When reproducing these colors in 4-color process inks, or on screen (RGB), the screen tints listed here should be used.

NVM Express Black:
Use PANTONE® N/A
4-color
Cyan: 0%
Magenta: 0%
Yellow: 0%
Black: 100%
RGB
Red 0
Green   0
Blue   0

NVM Express Grey:
PANTONE® Cool Gray 9C
4-color
Cyan: 53%
Magenta: 45%
Yellow: 45%
Black: 10%
RGB
Red   123
Green   123
Blue   123

Logo Color – 1-Color

The color NVM Express® Logo has been created as a 1-color logo. It is best to reproduce the logo using the PANTONE® numbers shown below. When reproducing these colors in 4-color process inks, or on screen (RGB), the screen tints listed here should be used.

NVM Express Black:
Use PANTONE® N/A
4-color
Cyan: 0%
Magenta: 0%
Yellow: 0%
Black: 100%
RGB
Red   0
Green   0
Blue   0

Logo Don'ts

- Do not label products with the "NVMe™" abbreviation as a logo.
- Don't place the NVM Express® Logo on a busy background.
- Don't change the colors of the NVM Express® Logos.
- Don't use any NVM Express Logo in a way in which you cannot use any NVM Express Mark that's a word mark (such as the "Prohibited Uses" listed above in these Guidelines)

Layout

Incorporating the NVM Express® Logo into your packaging, marketing materials and advertisements strengthens your marketing efforts by informing your consumer of the NVM Express, Inc. support of your product(s). This document will add samples of various marketing materials to provide examples of NVM Express Logo placement as they become available.

Art Files

The NVM Express Logos are available in various digital file formats.

Print Applications

Encapsulated Postscript (EPS) files were created in Adobe* Illustrator* and can be reproduced at any size without compromising quality. Use these versions for printing. Each version is a separate file. Logos can be printed using either PANTONE® colors or the 4-color process mix specified on pages 6-9. Type has been converted to outlines: no fonts are required to reproduce the logos. The files have been saved for both Macintosh* and PC.

On-Screen Applications

These versions are for on-screen applications such as the web or Microsoft* PowerPoint* presentations. They have been created in RGB color mode and should not be used for offset printing. These versions were rasterized in Adobe* Photoshop* from Adobe Illustrator files (with the exception of the EPS files). Keep in mind that these files look their best when placed at 100% size, or smaller.

PNG and/or JPEG files are provided for use in on-screen applications.

EPS files were created in Adobe Illustrator and are saved in RBG color format. These files are to be used in software applications that utilize vector-based artwork, e.g. Adobe* Flash*.

*Third-party names and brands are the property of their respective owners. PANTONE® is the property of Pantone, Inc.