

**NVM EXPRESS, INC. TRADEMARK AND LOGO USAGE GUIDELINES**  
**EFFECTIVE AS OF MAY 30, 2018 AND UPDATED OCTOBER 21, 2020**

THE TRADEMARKS, SERVICE MARKS, AND LOGOS OWNED BY NVM EXPRESS, INC. (COLLECTIVELY, THE “NVM EXPRESS MARKS”) MAY ONLY BE USED BY NVM EXPRESS, INC. LICENSEES AND MUST BE USED IN ACCORDANCE WITH THESE TRADEMARK AND LOGO USAGE GUIDELINES, AS THEY MAY BE AMENDED (HEREINAFTER, THESE “GUIDELINES”). NOTHING CONTAINED IN THESE GUIDELINES SHALL BE DEEMED AS GRANTING YOU ANY KIND OF LICENSE, EITHER EXPRESSLY OR IMPLIEDLY, IN THE CONTENT DESCRIBED OR CONTAINED IN THESE GUIDELINES, OR TO ANY INTELLECTUAL PROPERTY OWNED OR CONTROLLED BY NVM EXPRESS, INC., INCLUDING WITHOUT LIMITATION THE NVM EXPRESS MARKS DISCUSSED IN THESE GUIDELINES. IN ORDER TO USE ONE OR MORE OF THE NVM EXPRESS MARKS, YOU MUST HAVE BEEN GIVEN PERMISSION BY NVM EXPRESS IN A SIGNED, WRITTEN AGREEMENT.

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

**APPLICATION OF THESE GUIDELINES**

These Guidelines govern the manner in which the NVM Express Marks may be used by our authorized members and other permitted licensees (“Member” or “you”). In these Guidelines, we may have referenced one particular mark, such as the NVM Express & Design® (“NVM Express Logo”), as an example to illustrate a particular requirement. However, each requirement set forth in these Guidelines is to be applied to the use of any and all of the NVM Express Marks listed in these Guidelines, unless we expressly state that some of the requirements herein are specifically and only for certain of the NVM Express Marks.

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. NVM Express, Inc. retains the final rights of approval for any and all references and displays of the NVM Express Logo.

Note that NVM Express, Inc. may deny a Member access to the NVM Express Logo artwork files if, in NVM Express, Inc.’s sole determination, the Member is at that time making improper use of any of the NVM Express Marks. NVM Express, Inc. is not, however, under any duty to police compliance with our Guidelines.

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 the NVM Express Marks within three (3) months, or such other reasonable period of time as agreed to in writing by NVM Express, Inc. in its sole discretion

**LEGAL DISCLAIMER**

THE INFORMATION CONTAINED IN THESE GUIDELINES IS PROVIDED ON AN “AS IS” BASIS, AND, TO THE MAXIMUM EXTENT PERMITTED BY APPLICABLE LAW, NVM EXPRESS, INC. DISCLAIMS ALL WARRANTIES AND CONDITIONS, EITHER EXPRESS OR IMPLIED, STATUTORY OR AT COMMON LAW, INCLUDING WITHOUT LIMITATION IMPLIED WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE. NVM EXPRESS, INC. FURTHER DISCLAIMS ANY AND ALL WARRANTIES OF TITLE, OF NONINFRINGEMENT OF THIRD PARTY RIGHTS, OF VALIDITY OF NVM EXPRESS, INC.’S RIGHTS IN THE NVM EXPRESS MARKS AND OTHER TRADEMARKS AND SERVICE MARKS AND INTELLECTUAL PROPERTY IN ANY COUNTRY, AND OF ACCURACY.

The NVM Express Logo<sup>®</sup> and NVM Express<sup>®</sup>, NVMe<sup>®</sup>, NVMe-oF<sup>™</sup>, and NVMe-MI<sup>™</sup> are registered or unregistered service marks of the NVM Express organization in the United States and other countries. All rights reserved. Unauthorized use strictly prohibited.

## **TRADEMARK DESIGNATIONS TO BE USED WITH ALL NVM EXPRESS MARKS**

The appropriate registered trademark designations (® or TM) 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 trademark designations must be legible at all times. If the NVM Express Marks are made so small that the designation becomes illegible, the designation must be made larger so as to be legible.

The ® designation must *only* be used with the NVM Express Marks that have been registered with the United States Patent & Trademark Office (USPTO). Currently, the NVM Express Logo, NVM Express and NVMe service marks are registered with the USPTO and should appear with the ® designation when used in the United States. The “TM” designation should be used with the NVMe-oF<sup>™</sup>, and NVMe-MI<sup>™</sup> service marks.

When used in the United States, the NVM Express Logo must appear with the ® designation exactly as shown in the digital artwork files provided by NVM Express.

For NVM Express Marks that are service marks, the marks should be used with the proper designation (such as the “®” designation) immediately above and to the right of the mark. For example: The NVM Express<sup>®</sup> 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 designation (® or TM) with any use of any particular mark in the **header or 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 in the same continuous document does not require further trademark 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 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 designation.

### **Legends**

NVM Express, Inc. strongly encourages its Members and other licensees to use a trademark ownership legend whenever using the NVM Express Marks. However, NVM Express, Inc. requires its Members and other licensees to use a trademark ownership legend in any materials in which the Member uses a NVM Express Mark and has a legend to identify any third party as the owner of any other marks. The NVM Express Logo may be identified by the word portion of the mark, followed by the words “& Design<sup>®</sup> mark” (for example, “NVM Express & Design<sup>®</sup> mark”).

The preferred form of legend for the NVM Express Marks is as follows, though you only need to list those NVM Express Marks that appear in the document at issue: NVM Express & Design<sup>®</sup> and NVM Express<sup>®</sup>, NVMe<sup>®</sup>, NVMe-oF<sup>™</sup> and NVMe-MI<sup>™</sup> are registered or unregistered service marks of NVM Express, Inc. in the United States and other countries. All rights reserved. Unauthorized use strictly prohibited.

### **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 designation (® or TM) and legend 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, INC. CORPORATE NAME USAGE**

When making reference to NVM Express to describe the industry organization, NVM Express, Inc., the use of a trademark designation or the trademark legend is not necessary. Our corporate name in word form, “NVM Express,” used to reference NVM Express, Inc., is not considered to be a trademark or service mark, so no special designation marking is required.

#### Examples of Corporate Name Usage

- “We are a member of NVM Express.”
- “NVM Express is the leading organization developing an open collection of standards and information on non-volatile memory in all types of computing environments.”

#### Corporate Name Usage Notes

- Always follow these Guidelines for use of the NVM Express corporate name in English and non-English characters or alphabets (though you must first obtain our prior written permission to use our corporate name in non-English characters or alphabets).

- Corporate names are nouns and should be used to refer to the non-profit entity NVM Express. Corporate names can be identical in form to service marks or trademarks, or be used as elements of these types of marks, but those trademark or service mark uses have different rules, covered elsewhere in these Guidelines. If you are only referencing the industry organization, that is corporate name usage.

## **NVM EXPRESS MARKS THAT ARE SERVICE MARKS -- MANNER OF USAGE**

### **Appearance of Marks**

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

- NVM Express®
- NVMe®
- NVMe-oF™
- NVM Express® over Fabrics
- NVMe-MI™
- NVM Express® Management Interface

These service marks are simply the words or terms appearing therein. They are used to designate the association services, event services, development of specifications, and other related services of NVM Express.

### **Use as an Adjective**

Trademarks and service marks, when used correctly, are proper adjectives. Therefore, the word mark NVM Express® or other service marks listed above should be used only as an adjective to describe a generic 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 the NVM Express® mark should be used are as follows:

- NVM Express® specification
- NVM Express® technology
- NVM Express® architecture

Other nouns with which the NVM Express® mark may be used are as follows:

- NVM Express® standard

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® specification

- Abbreviation:
  - NVMe<sup>®</sup>/PCIe<sup>®</sup> specification

Preferred name for NVMe<sup>®</sup> over Fabrics agnostic to the transport:

- NVMe<sup>®</sup> over Fabrics specification
  - Abbreviation:
    - NVMe-oF<sup>™</sup> specification

Preferred names to describe protocols:

- NVMe<sup>®</sup> over RDMA protocol
  - Abbreviation:
    - NVMe<sup>®</sup>/RDMA protocol
- NVMe<sup>®</sup> over Fibre Channel protocol
  - Abbreviation:
    - NVMe<sup>®</sup>/FC protocol
- NVMe<sup>®</sup> over TCP
  - Abbreviation:
    - NVMe<sup>®</sup>/TCP protocol

For instances where it is necessary to specify the application's transport, the following naming structure should be used:

- NVMe<sup>®</sup> over RoCE transport
- NVMe<sup>®</sup> over InfiniBand transport
- NVMe<sup>®</sup> over iWARP transport
- NVMe<sup>®</sup> over FCoE transport

Abbreviations:

- NVMe<sup>®</sup> RoCE transport
- NVMe<sup>®</sup>/IB transport
- NVMe<sup>®</sup>/iWARP transport
- NVMe<sup>®</sup>/FCoE transport

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.

### **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 and other licensees of NVM Express, Inc. must not 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 goods or 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 and other licensees may not use the following for a product name: Company X NVM Express Widget. Members and other licensees of NVM Express must not adopt any product name or trademark that is confusingly similar to the NVM Express Marks.

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” or in a manner that suggests NVM Express, Inc. has certified or approved a product, since the NVM Express Marks are not intended to indicate such certification or approval, nor are the various NVM Express Marks registered as certification marks. Further, do not use any of the NVM Express Marks on your products or product packaging, as this may falsely imply the products are certified by NVM Express, Inc.**

## **REQUIREMENTS SPECIFIC TO USE OF THE NVM EXPRESS LOGO**

### **Manner of Usage**

This section provides additional guidance regarding use of the NVM Express Logo.

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

You must use the NVM Express Logo exactly as it is shown in the NVM Express digital artwork files; you may not imitate the NVM Express Logo in any of your materials.

You may not combine the NVM Express Logo with any other feature, including other marks, words, graphics, photos, slogans, numbers, design features, or symbols. The NVM Express Logo may not be used as a design feature on any of your materials or products or product packaging, as this may falsely imply the products are certified by NVM Express, Inc.

## **NVM Express Logo**

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 as provided by NVM Express, Inc. 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. The below clear space, minimum size, and logo position requirements must be followed.

These requirements apply to the NVM Express Logo and any future logo version(s) of any NVM Express Marks that is approved by NVM Express.

## 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.



## 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 logo versions 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 version of the 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:**

Use Pantone 7461C

#### **4-color**

Cyan: 100%  
Magenta: 49%  
Yellow: 0%  
Black: 0%

#### **RGB**

Red 0  
Green 115  
Blue 189



### **NVM Express Red:**

Use Pantone 485C

#### **4-color**

Cyan: 0%  
Magenta: 100%  
Yellow: 100%  
Black: 0%

#### **RGB**

Red 237  
Green 28  
Blue 36



### **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 Color – 2-color

The color version of the 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 version of the 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 use any NVM Express Mark (whether in logo version or otherwise) on any product or product packaging.
- Don't place the NVM Express Logo on a busy background.
- Don't change the colors of the NVM Express Logo.
- Don't use the NVM Express Logo in a manner that is prohibited in the "Prohibited Uses" listed above.

## **Layout**

Incorporating the NVM Express Logo into your marketing materials and advertisements strengthens your marketing efforts by informing your consumer of your support of NVM Express initiatives. 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 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 9-11. 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**

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

EPS files are saved in RBG color format. These files are to be used in software applications that utilize vector-based artwork.

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