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CLAIRVOYANTE

Using Clairvoyante Licensing & Trademarks

Prepared for Clairvoyante Licensees

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General Trademark Information

Trademarks identify and distinguish the products of one company from those of another. Trademarks can be a single word, combination of words, slogans, names, numbers or combination of words and numbers, symbols, logos, or shapes used to identify a single source of products. Additionally, trademarks are symbols of quality and goodwill. Clairvoyante trademarks signify quality display performance all over the world. The legal symbol used with trademarks is usually TM.

Service marks identify and distinguish the services of one company from those of another. Clairvoyante uses the "Clairvoyante" service mark in connection with providing technical consulting services, technology licensing, inspection services and quality control services in the field of flat panel and/or pixellated display technology. A registered service mark is marked with a ® symbol.

Trade names identify businesses. Sometimes a word may be a trade name and also used as a service mark to identify services, or as a trademark to identify products. For example, Clairvoyante, Inc. uses "Clairvoyante" in its company name, and to refer to technical consulting services, inspection services and quality control services, all in the field of flat panel and/or pixellated display technology.

For examples of appropriate trademark use and identification, see [Using Clairvoyante Trademarks and Logos](#).

Clairvoyante Trademarks, Service Marks and Logos

This section explains Clairvoyante's logos, trademarks, and services, and when to use them. The following terms are trademarks or service marks of Clairvoyante. Please refer to the [specific usage guidelines](#) to ensure proper usage. This is only a partial list; please [contact](#) us for more information.

Registered Trademarks

PenTile®

PenTile® technology consists of co-optimized subpixel layouts and algorithms that provide high-efficiency color image reconstruction (or display), and a layout that differs from traditional RGB Stripe with respect to subpixel size, shape, and color. This overarching term refers to all types and versions of PenTile Matrix® and PenTile RGBW™ technologies and may be used (except in Japan) to discuss aspects of the technology that are not specific to its version or type. **Note:** *In Japan, only "PenTile Matrix" and "PenTile RGBW" may be used.*

PenTile Matrix®

PenTile Matrix® technology consists of co-optimized subpixel layouts and algorithms that provide high-efficiency color image reconstruction (or display). PenTile Matrix® technology adjusts the color data of the subpixels in liquid crystal displays and then uses proprietary subpixel rendering technology and gamut mapping algorithms to map the reconfigured subpixel values to a layout that differs from traditional RGB Stripe with respect to subpixel size, shape, and color.

Trademarks and Service Marks

PenTile RGBW™

PenTile RGBW™ technology adjusts the color data of the subpixels in liquid crystal displays, then uses proprietary subpixel rendering technology and gamut mapping algorithms to map the reconfigured subpixel values to **a layout that consists of R, G, B, plus a white subpixel**. The PenTile RGBW™

design utilizes additional algorithms which supplement PenTile Matrix® technology by employing the white subpixel for further display enhancement.

PenTile Mode Control™

This term refers to technology that utilizes Clairvoyante proprietary algorithms and technology to statically or dynamically control PenTile displays.

PenTile Multiprimary™

This term refers to any solutions based on any type of PenTile technology that has a layout consisting of R, G, B, plus another “multiprimary” color (other than white).

Registered Service Marks

Clairvoyante® technology licensing

PenTile Matrix® technology services

Clairvoyante owns these trademarks for services provided by Clairvoyante, Inc., such as technical implementation, consulting and engineering support, as well as the licensing of flat panel display technologies and associated software. Clairvoyante’s registered service marks should be followed by a noun that reflects the **services** or **licensing** nature of the term rather than physical goods or products, such as: *technical consulting services, inspection services, licensing program, licensing services, quality control services, engineering services, engineering support, implementation services, etc.*

Logos

Our logo marks may only be used under license or with our express permission. The Clairvoyante logo is a trademark/service mark of Clairvoyante, Inc.



Choosing the Proper Product Name, Trademark and Service Mark

PenTile RGBW should be used only when referring to Clairvoyante's proprietary technology that differs from traditional RGB Stripe with respect to subpixel size, shape, and color, **and includes a white subpixel** in its architectural layout. As Clairvoyante's main product, the "PenTile RGBW" brand and trademark will be used predominantly with rare exceptions.

PenTile Mode Control should only be used when referring to technology that uses Clairvoyante's proprietary algorithms to dynamically or statically control PenTile displays.

PenTile Matrix refers to Clairvoyante's proprietary technology that differs from traditional RGB Stripe with respect to subpixel size, shape, and color, but **does not include a white subpixel** in its architectural layout. Clairvoyante's current product is PenTile RGBW, so unless you are an older licensee, you most likely will not be using the "PenTile Matrix" mark.

Clairvoyante is the name of the corporation. It is not necessary to use the registered service mark symbol (®) when using the name **Clairvoyante** to identify the corporation. It is only necessary to use the registered service mark (®) symbol when referring to the corporation's licensing and services programs.

Basic Trademark Guidelines

This section explains how to use trademarks properly, and provides examples of correct and incorrect usage.

A trademark should always be used as an adjective, followed by a generic noun.

Trademarks should always be followed first by the appropriate mark (e.g., ® or ™), then by a modifying noun such as *layout*, *pixel architecture*, or *technology*. See [Approved Brand Modifiers](#).

Correct: The display module utilizes PenTile RGBW™ technology.

Incorrect: The display module utilizes PenTile RGBW™.

Trademarks are never verbs.

Correct: The display module utilizes PenTile RGBW™ technology.

Incorrect: Display modules may be Pentiled to increase brightness or lower power.

A trademark should not be used in the plural.

Correct: Both display modules utilize PenTile RGBW™ technology.

Incorrect: The displays are both PenTiles.

A trademark should not be used in the possessive.

Correct: The performance benefits are enabled by PenTile Matrix™ display technology.

Incorrect: PenTile Matrix's performance benefits include boosting brightness and lowering power.

A trademark should not be altered or appended to in any way: no hyphens, slashes, prefixes, suffixes, and so forth.

This diminishes a trademark by linking it to a generic word.

Correct: The display is compatible with PenTile RGBW® technology.

The display is enabled by PenTile RGBW™ technology.

Incorrect: The display is PenTile RGBW-compatible.

The display is PenTile RGBW-enabled.

A trademark should not be abbreviated.

Correct: The display is enabled by PenTile RGBW™ technology.

Incorrect: The display is enabled by PT RGBW technology.

Trademarks and registration marks should be set off from surrounding text:

The term should be distinguished from the surrounding print in a distinctive manner, preferably by a ™ or ® sign, but other acceptable forms include capital letters, quotation marks, bold type, italics, parentheses, or some other format that emphasizes the trademark nature of the term. Examples include:

Distinction:

Quotation marks

All caps

Different colors

Italics

Parentheses

Correct example:

The module utilizes “PenTile RGBW” technology.

The module utilizes PENTILE RGBW technology.

The module utilizes **PenTile RGBW** technology.

The module utilizes *PenTile RGBW* technology.

The module utilizes PenTile RGBW (TM) technology.

Use trademarks and brand names in the manner for which they are intended.

Do not use them for goods or services for which they are not intended. Do not alter them in any way. Do not make puns out of them or portray them in a negative light.

Legal symbols (“TM” or “®”) should be used on terms, at the very least, on first mention.

At a minimum (as in press releases), the mark must be distinguished in this way at the first and most prominent use of each mark in each document (such as a heading or headline), as well as at the first mention in the body of text.

Specific Usage Guidelines for Clairvoyante Trademarks and Brands

Because Clairvoyante's trademarked terms are also brand names with preferred stylistic identities, the following guidelines will help you properly utilize trademark terms while protecting Clairvoyante's brand preferences.

"PenTile" is one word; and the associated brand name is a second word offset with a space.

- Correct:** The display is enabled by PenTile Matrix® technology.
- Incorrect:** The display is enabled by Pen Tile Matrix® technology.
- Incorrect:** The display is enabled by Pentilematrix® technology.
- Correct:** The display is enabled by PenTile RGBW™ technology.
- Incorrect:** The display is enabled by PenTileRGBW technology.

The "T" in the middle of "PenTile" should always be capitalized.

- Correct:** The display is enabled by PenTile RGBW™ technology.
- Incorrect:** The display is enabled by Pentile RGBW™ technology.
- Incorrect:** The display is enabled by PT RGBW technology.

Avoid using a definite article before "PenTile," unless the modifying noun requires it. (Note: The word "Matrix" in "PenTile Matrix" is part of the trademark and therefore not considered a modifying noun.)

- Correct:** PenTile Matrix® technology uses half the power.
- Incorrect:** The PenTile Matrix® uses half the power.
- Correct:** The PenTile RGBW™ layout includes a white subpixel.
- Incorrect:** The PenTile RGBW™ includes a white subpixel.

"PenTile RGBW" and "PenTile Matrix" should be expressed as two words.

- Correct:** The display is enabled by PenTile RGBW™ technology.
- Incorrect:** The display is enabled by PenTileRGBW technology.
- Correct:** The display is enabled by PenTile Matrix® technology.
- Incorrect:** The display is enabled by PenTileMatrix.

Capitalize all the letters in "RGBW" and the "M" in "Matrix."

- Correct:** The display is enabled by PenTile RGBW™ technology.
- Incorrect:** The display is enabled by Pentile rgbw technology.
- Correct:** The display is enabled by PenTile Matrix® technology.
- Incorrect:** The display is enabled by Pen tile matrix technology.

Follow trademark term/product name with an [Approved Brand Modifier](#).

Trademarks should always be used as adjectives, followed first by the appropriate mark (e.g., ® or ™), then by a generic noun such as “technology.” However, in more specific instances, such as when a certain application is being discussed, but doesn’t necessarily apply to the technology as a whole, using a more specialized noun such as “integrated circuit,” is preferred when possible.

A general rule of thumb is that if you are referring to a specific function, feature, or aspect of PenTile technology, the noun selected should describe that specific aspect, rather than the technology as a whole.

Correct: The display module utilizes PenTile RGBW™ technology.

Incorrect: The display module utilizes PenTile RGBW™.

Correct: PenTile RGBW™ pixel layouts add a white subpixel to traditional RGB Stripe.

Incorrect: PenTile RGBW™ ICs add a white subpixel to traditional RGB Stripe.

Approved Brand Modifiers

Use the following list of Approved Brand Modifiers to determine which words and phrases are appropriate brand modifiers in certain contexts.

Note: This is only a partial list. Additional words or phrases may be used by obtaining [permission](#) from Clairvoyante.

PenTile RGBW™ or PenTile Matrix® may be followed by any of the terms below in appropriate context. Clairvoyante® may be followed only by the terms under “Support and Licensing”.

PenTile RGBW™... PenTile Matrix®...		PenTile RGBW™... PenTile Matrix®... Clairvoyante®...	
General Terms:	Physical Product:	Specific Usages:	Support and Licensing:
<ul style="list-style-type: none"> • architecture • arrangement • design • layout • methodology • pattern • pixel arrangement • solutions • structure • technology 	<ul style="list-style-type: none"> • data-centric display • display • display module • display panel • display screen • flat-panel display • flat-panel screen • flat-screen display • liquid crystal display (LCD) • mobile electronics display • mobile television display • module • panel • products • screen • small-format display • small-screen display 	<ul style="list-style-type: none"> • algorithm • ASIC • bridge chip • chip • driver • hardware • integrated circuit (IC) • software 	<ul style="list-style-type: none"> • engineering services • engineering support • inspection services • licensing • licensing program • licensing services • quality assurance • quality control services • services • support • technical consulting services • technical implementation services • technical support

Rules for Using Clairvoyante's Trademarks and Logos

This section contains guidelines for properly attributing Clairvoyante trademarks, service marks, or logos as a licensee or non-licensee.

CV trademark Licensees ("You" or "Your") may use Clairvoyante trademarks, logos, or taglines to identify Clairvoyante products, services, and programs on packaging, promotional, and advertising materials, provided you adhere to the following guidelines:

1. You may not incorporate or include Clairvoyante trademarks in your company name, product name, domain name, or in the name of your service.
2. An appropriate generic term must appear after the trademark in all instances. For examples of appropriate generic terms for use with Clairvoyante trademarks, see [Approved Brand Modifiers](#).
3. Your product name may not be confusingly similar to any of Clairvoyante's trademarks.
4. Your use may not be obscene or pornographic, and may not be disparaging, defamatory, or libelous to Clairvoyante, any of its products, or any other person or entity.
5. Your use may not directly or indirectly imply Clairvoyante's sponsorship, affiliation, or endorsement of your product or service.
6. Reference to the Clairvoyante trademark may not be the most prominent visual element on your product or service. Your company name and/or logo, your product or service name, and your graphics should be significantly larger than the reference to Clairvoyante's trademark.
7. If your use includes references to a Clairvoyante product, the full name of the product must be referenced at the first and most prominent mention (Clairvoyante's PenTile RGBW™ technology). When referencing any Clairvoyante trademarks, please mark with a ™ or ® as indicated in [Basic Trademark Rules](#).
8. You may not shorten or abbreviate any of Clairvoyante's trademarks. Always spell and capitalize Clairvoyante's trademarks exactly as they appear in the [Clairvoyante Usage Guidelines](#) handbook.
9. You must include the following [trademark attribution statement](#): "[Logo; List of marks used, with "Clairvoyante" first, if used; followed by other Clairvoyante marks used, in alphabetical order] are either registered trademarks or trademarks/service marks of Clairvoyante, Inc." For example:

Clairvoyante, PenTile, and PenTile Matrix are registered trademarks/service marks of Clairvoyante, Inc. Logo and PenTile RGBW are trademarks/service marks of Clairvoyante, Inc.

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