

# Lanner Trademark and Copyright Guidelines

These guidelines are for Lanner licensees, authorized resellers, customers, and other parties wishing to use Lanner's trademarks, images and contents in promotional, advertising, or reference material, on all websites, products, labels, or packaging. Use of the Lanner trademarks, images and contents for commercial purposes without the prior written consent of Lanner may constitute trademark infringement and unfair competition in violation of the law. Use of Lanner trademarks, images and contents are prohibited, unless authorized.

## Using our trademarks and logos

You may refer to Lanner products and services by their associated Lanner trademarks and service marks, so long as such references are truthful, fair, and not misleading, and comply with these Guidelines, which may be modified by Lanner at any time for any reason.

### Specifically :

- Use the appropriate Lanner trademark symbol and trademark acknowledgment of Lanner's ownership of the marks and/or logos in question.
- Do not incorporate Lanner trademarks or logos into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to Lanner's marks and logos.
- Do not use Lanner Marks in any fashion that could result in a likelihood of confusion between Lanner goods and services and the goods and services of any other entity.
- Do not make unlicensed use of Lanner's licensed logos, such as the Lanner corporate logo.

### Requests for use

Lanner Authorized Dealers wishing to use the Lanner Marks other than as permitted in their agreement(s) with Lanner and others interested in using Lanner Marks for appropriate marketing and educational purposes should submit the "Request to Use Lanner Trademarks" to the Marketing Manager( [geoffrey\\_egger@lannerinc.com](mailto:geoffrey_egger@lannerinc.com) ) for the appropriate Lanner Division. All requests for use of Lanner Marks will be reviewed on a case-by-case basis. Lanner will also review actual usage of the Lanner Marks on a case-by-case basis.

### Use of Lanner Copyrighted Content

For permission to be granted for any uses allowed by these guidelines, you must comply with the following four requirements:

- If your use includes references to a Lanner product, you must use the full name of the product. When referencing any Lanner trademarks, follow the Lanner Trademark and Copyright Guidelines.
- You must include the following statement: "Used with permission from Lanner Electronics Inc."
- Your use may not be obscene or pornographic, and you may not be disparaging, defamatory, or libelous to Lanner, any of its products, or any other person or entity.
- You may link to Lanner content by using either a plain text link with words such as "This way to [www.lannerinc.com](http://www.lannerinc.com)" or by using an applicable link Logo as a link to a Lanner site.