

CoreAVI Trademark Use Guidelines

Guidelines for third parties when referring to CoreAVI's word trademarks:

You may use CoreAVI's trademarks, product names, service names, technology names and other names in text to refer to CoreAVI's products, services and related technology if you follow these guidelines and your use is accurate, fair and not misleading. Any goodwill generated by your use of CoreAVI's trademarks inures exclusively to CoreAVI (or its affiliates).

Please refer to the CoreAVI trademark list (Exhibit A) for the current list of CoreAVI word trademarks, including key information about how to use them properly.

Please follow the CoreAVI branding guidelines (Exhibit B) if you hold a valid trademark license from CoreAVI when using CoreAVI's trademarks.

You may not use any CoreAVI logo or copyright material without written authorization from CoreAVI. Please contact our legal team if you want permission to use the CoreAVI corporate logo or any CoreAVI copyright material.

The do's

Trademark symbols and notice statements:

Always use the correct trademark symbol with the first or most prominent appearance of the trademark in the body of text (including on any product packaging, advertising material or promotional, technical or other documentation relating to any product distributed under license from CoreAVI). Please refer to the CoreAVI trademark list for guidance on the correct symbol to use for each CoreAVI word trademark.

You do not have to use trademark symbols in headlines unless there is no accompanying text, in which case you must use them.

Always include the correct trademark notice statement to acknowledge CoreAVI's ownership of its trademarks (including on any product packaging, advertising material or promotional, technical or other documentation relating to any product distributed under license from CoreAVI if such material contains a CoreAVI trademark). Suitable notices are provided for each CoreAVI trademark in the CoreAVI trademark list, e.g. CoreAVI is a registered trademark of CoreAVI (or its subsidiaries) in the US and/or elsewhere.

Approved nouns:

Always use trademarks as adjectives accompanied by an approved noun. Please refer to the CoreAVI trademark list for approved nouns for each CoreAVI word trademark.

Never use a trademark as a noun, a verb, or in the possessive or plural form. Your use will probably be incorrect if the sentence does not make grammatical sense without the trademark included in it.

Never alter CoreAVI's trademarks:

Do not alter the spelling or form of CoreAVI's trademarks by abbreviating them, creating acronyms, translating them, joining them to other words, symbols or numbers (either as one word or with a hyphen

- unless otherwise permitted), or using improper capitalization. However, permitted capitalization occurs when using an CoreAVI word trademark in headlines, titles or text where all of the surrounding words are shown in uppercase characters. In this situation, you may use the relevant CoreAVI trademark in uppercase characters, provided that such use complies with these guidelines.

First use with the CoreAVI word trademark:

Where specified in the CoreAVI trademark list, always use the relevant CoreAVI product, service or technology trademark preceded by the CoreAVI word trademark in first use, e.g. CoreAVI® VkCore® SC. You do not need to prefix the use of any produce, service or technology trademark with the CoreAVI word trademark in each subsequent use of the relevant trademark.

The dont's

Do not use any CoreAVI logo without written authorization from CoreAVI. Please contact our legal team if you want permission to use the CoreAVI corporate logo.

Do not use inaccurate or misleading nouns after CoreAVI's trademarks. CoreAVI's trademarks are used for specific products and services.

Do not use a CoreAVI trademark, slogan or logo (or any part of an CoreAVI trademark, slogan or logo) as part of another trademark, slogan, logo or other name. This includes but is not limited to a company name, trade name, product name, service name, technology name, standard, domain name, social media name or handle.

Do not register an CoreAVI trademark, slogan or logo (or any part of an CoreAVI trademark, slogan or logo) either alone or as part of another trademark or other name. This includes, but is not limited to a company name, trade name, product name, service name, technology name, standard, domain name, social media name or handle.

Do not use CoreAVI's trademarks more prominently than your own trademarks, company name, trade name, product name, service name or other name. You should distinguish such names visually from any CoreAVI trademark or other name.

Do not use CoreAVI's trademarks to make fun of CoreAVI or portray CoreAVI in a negative way.

Do not use CoreAVI's trademarks in any manner that expresses or implies that CoreAVI has any affiliation, sponsorship, endorsement, certification, or approval of your product, service or company.

Do not use CoreAVI's trademarks in false or misleading advertising.

Do not use CoreAVI's trademarks in connection with any defamatory, scandalous, pornographic, or other objectionable materials.

Do not manufacture, advertise, sell, distribute or otherwise give away any merchandise items bearing any CoreAVI trademark, logo or other name without an express written trademark license from CoreAVI.

Do not imitate any element of CoreAVI's logos, trade dress or product packaging.

Do not use or imitate any CoreAVI tagline or slogan.

Referential use of CoreAVI’s trademarks

You may refer to CoreAVI-based products by using the word “-based” between the relevant CoreAVI trademark and the relevant third party product. In this situation, you may use any appropriate noun after the word “-based” if it is accurate, fair and not misleading and it complies with these guidelines.

Correct	Incorrect
CoreAVI®-based display system	CoreAVI® display system

Using the CoreAVI trade name

As well as being a trademark, CoreAVI is also a trade name of Core Avionics & Industrial Inc and its related companies. When CoreAVI is used as a trade name, the trademark rules do not apply, so do not use it as an adjective with any trademark symbol. Please use the CoreAVI trade name as a noun. As a noun, the CoreAVI trade name may also be used in the possessive form.

Correct	Incorrect
CoreAVI’s technology is at the heart of safety critical graphics and compute systems.	CoreAVI ®’s technology is at the heart of safety critical graphics and compute systems.
CoreAVI is at the heart of safety critical graphics and compute systems.	CoreAVI ® is at the heart of a computing and connectivity revolution.

Using CoreAVI project names

CoreAVI uses project names that may refer to its products and services that are under development. Any disclosure by CoreAVI of its project names to any third party will be under strict terms of confidentiality. Third parties should not use any CoreAVI project name in the marketing of any relevant CoreAVI product or service. Third parties should use the correct commercial name given to any newly released CoreAVI product or service, which may or may not include one or more CoreAVI trademarks.

CoreAVI does not accept any responsibility or liability for third party use of any CoreAVI project name.

EXHIBIT A

Trademark List

Use the word trademarks listed below in accordance with the CoreAVI trademark use guidelines. In addition, please follow the CoreAVI branding guidelines if you hold a valid trademark license from CoreAVI.

The absence of any CoreAVI trademark, product name, service name, technology name or any other name from this list does not constitute a waiver of CoreAVI's intellectual property rights.

ArgusCore™ SC1

ArgusCore™ SC2

BootCore™

CertCore™ 178

CertCore™ 254

ComputeCore™

CoreAVI®

DecodeCore®

EncodeCore®

HyperCore™

Innovating a Safer Tomorrow™

SafeAICore™

TrueCore™

VkCore® SC

VkCoreGL® SC1

VkCoreGL® SC2

VkCoreVX™ SC

You may not use any CoreAVI logo without written authorization from CoreAVI. Please contact our trademarks team if you want permission to use the CoreAVI corporate logo.

Please contact our trademarks team if you have any questions about CoreAVI's trademarks or you wish to report any abuse of CoreAVI's trademarks.

EXHIBIT B

CoreAVI Branding Guidelines

You should only follow the CoreAVI branding guidelines set out in this section if you hold a valid license agreement from CoreAVI containing a trademark license. Please refer to your current license agreement if you do not hold any of the license types described in this section. Please contact our legal team if you have any questions about the CoreAVI branding guidelines.

When using CoreAVI's trademarks, you should also follow CoreAVI's trademark use guidelines for the CoreAVI word trademark and any appropriate CoreAVI product trademark, and the guidelines for using the CoreAVI corporate logo, if appropriate.

Branding guidelines for licensees of the CoreAVI technology license agreement

Please follow these guidelines if you hold a valid technology license agreement from CoreAVI. If your existing agreement states that you are not obliged to use CoreAVI's trademarks under any or certain circumstances only then please follow these guidelines and substitute "may" for "shall", where "shall" appears below, if appropriate. Please contact our legal team if you have any questions:

Advertising and promotional materials

You may apply the CoreAVI corporate logo to any advertising or promotional material for, or relating to, any End User product containing CoreAVI technology distributed under license from CoreAVI.

You may apply the CoreAVI corporate logo to any advertising or promotional material for, or relating to, any CoreAVI technology or to the company CoreAVI.

You may apply the CoreAVI word trademark and any appropriate CoreAVI product/service/technology word trademark to any advertising material or promotional relating to any CoreAVI technology containing such CoreAVI technology distributed by you under license from CoreAVI.

Technical documentation

You shall apply the CoreAVI corporate logo in a prominent place, to any technical documentation for, or relating to, any CoreAVI technology distributed under license from CoreAVI.

You shall apply the CoreAVI word trademark and any appropriate CoreAVI product/service/technology word trademark to any technical or other documentation relating to any product containing such CoreAVI technology distributed by you under license from CoreAVI.

Websites

You shall apply the CoreAVI corporate logo and/or the CoreAVI word trademark and any appropriate CoreAVI product/service/technology word trademark to the page(s) of your website relating to any CoreAVI technology distributed under license from CoreAVI.

You may use the CoreAVI corporate logo to create a hyperlink between the primary page of your website and the primary page or other suitable page of CoreAVI's website.