TRADEMARK AND COPYRIGHT GUIDELINES
APRIL 2010

TRADEMARK GUIDELINES

Make sure you use the NVIDIA trademarks properly—this is important because our trademark rights are based on the continuous and proper use of our marks. The following guidelines will help you use our marks correctly.

To properly refer to an NVIDIA product, locate its entry in one of these lists on the following pages: "NVIDIA Terms Not Trademarked" or "Current NVIDIA Trademarks." All revisions or new trademarks will appear in red highlights.

When Should You Attribute an NVIDIA Trademark?

Use the ™ (trademark), ® (registered trademark), or ^{sm} (service mark) symbol the first time you refer to one of NVIDIA's trademarked products or services in an external document, and as frequently as possible thereafter.

Using NVIDIA as a Company Name

A trade (or corporate) name is the name a company uses to do business. NVIDIA is a trade name when it refers to the company (*The NVIDIA Corporation was founded in 1993*). Do not use the ® symbol for NVIDIA when it refers to the company.

Use a Generic Term

Use a generic term with each trademark on first use because a trademark is an adjective (*NVIDIA® GeForce® GTS graphics processing unit*). The generic terms suggested in "Current NVIDIA Trademarks" are suggestions; other words may also be appropriate.

The product name is normally in uppercase (*nDemand, nfinite FX*, and *nView* are some exceptions), but the generic term is always in lowercase.

Precede the Product with "NVIDIA®"

On first use of most product names, precede the name with "NVIDIA®" (*NVIDIA® nView® multi-display technology*). After that, you can refer to the product more simply, such as *nView*.

Exceptions: Note the distinctive use of "NVIDIA" with some of our products. For these products only, the word "NVIDIA" does not require the registration mark ® because "NVIDIA" is part of the trademarked name:

> NVIDIA DirectLink™ update delivery system
>
> NVIDIA nForce® platform processing architecture
>
> NVIDIA Personal Cinema® digital entertainment solution
>
> NVIDIA Quadro® graphics processing unit
>
> NVIDIA SoundStorm® audio product

"NVIDIA" needs a registration mark for all other products, such as "NVIDIA® PowerMizer®3.0 technology."

When used in these instances—a manual title, a heading, or a caption for a table or figure—"NVIDIA" does not constitute the first occurrence in text and should not receive a trademark.

Special Guidelines for "NVIDIA Quadro"

On first reference to this product, always use "NVIDIA Quadro®." At the second reference, use "Quadro®" without "NVIDIA" if "NVIDIA" is mentioned in close proximity to "Quadro" and if the connection between them is clear. Thereafter, it is not necessary to use the registration mark with "Quadro."

"The NVIDIA Quadro® FX 5600 GPU is a high-end graphics solution. The Quadro® FX 5600 GPU enables interactive visualization of the largest, 64-bit datasets. This Quadro delivers unmatched workstation performance and quality."

Avoid Possessive and Plural Forms

Avoid using a trademarked name in the possessive or plural. Rewrite "the NVIDIA nForce's power" to "the power of the NVIDIA nForce® GPU."

Likewise, rewrite "the two NVIDIA SoundStorms" to the "the two NVIDIA SoundStorm® audio products."

COMMON TRADEMARK ERRORS

Unidentified Trademark Owner

Use the TwinBank® memory architecture and DirectX® interface." (Incorrect)

Use the NVIDIA® TwinBank® memory architecture and Microsoft® DirectX® interface. (Correct)

Questions to ask yourself: Who owns these trademarks? Does NVIDIA? Does Microsoft? Who owns which one? The correct first-time use of a trademark shows *who* owns each product.

Dangling Trademark

NVIDIA® TwinBank® was just announced. (Incorrect)

The NVIDIA® TwinBank® memory architecture was just announced. (Correct)

Because a trademark is an adjective, it "dangles" unless it's followed by the noun it describes—which is the *product type* (such as "memory architecture"). A ™ or ® should never precede a verb.

NVIDIA TERMS NOT TRADEMARKED

Because of legal issues, do not use trademark symbols with the following NVIDIA products, except as specifically set forth in the following list.

NVIDIA® APX technology

NVIDIA® dynamic adaptive speculative preprocessor (DASP)

NVIDIA® High-Speed Interconnect (HSI) technology

NVIDIA® Lightspeed Memory Architecture (LMA)

NVIDIA® Cg Browser (The Cg programming language, however, is not our technology, so cannot be preceded by "NVIDIA.")

NVIDIA® Cg Compiler

NVIDIA® Cg Toolkit

NVIDIA® DisplayCache technology

NVIDIA® DriveCache technology

NVIDIA® Fermi architecture

NVIDIA® Gigabit Ethernet technology

NVIDIA® Mobile Media Platform technology

NVIDIA® Multiview technology

NVIDIA nPower technology (***Note: In this instance do not trademark "NVIDIA"***)

NVIDIA® Professional tool

NVIDIA® RAID technology (Do not use "NV RAID" to refer to this product.)

NVIDIA® Scalable Geometry Engine

NVIDIA Shading Rasterizer (NSR) (***Note: In this instance do not trademark "NVIDIA"***)

NVIDIA® Unified Driver Architecture (UDA)

NVIDIA® video processing engine (VPE)

CURRENT NVIDIA TRADEMARKS

Please also check the "NVIDIA Terms Not Trademarked" section on the previous pages for a list of NVIDIA products that do not use the trademark or registered symbol.

Trademarked Product	Generic Term	Notes
Accuview Antialiasing®	technology	
ActiveArmor™	performance security technology	
Aladdin TNT™2	integrated graphics chipset	
BRIDGE IT™	software	Note all caps
Built for Professionals™	(tagline)	
CineFX®	architecture	
CineSurround™	technology	
CompleX™	scene scaling engine	
CUDA™	architecture	
Dawn™	demonstration software	
Detonator®	graphics driver	
Digital Vibrance Control®	technology	
DualNet®	networking architecture	
Dusk™	demonstration software	
DynamiQ™	power saving feature	Acquired from MediaQ
ElementX™	hybrid cooling technology	
EZRotate™	image rotation application	Acquired from MediaQ
FirstPacket™	technology	
ForceWare®	application package	
FotoPack™	image processing technology	
FX Composer™	shader development tool	
Gameface™	software	
Gameframe®	video game machines	Acquired from 3dfx
GeForce®	series of graphics processing units	
GeForce® 3D Vision™	technology, glasses, or kit	

Trademarked Product	Generic Term	Notes
Gelato®	rendering software	
GelatoBOXX™	server system	
Gigadude™	technology	Acquired from 3dfx
GigaThread™	technology	
Glide®	application programming interface	Acquired from 3dfx
GoForce®	media processor	
HybridPower™	technology	
Intellisample™	performance technology	
iray®	technology, renderer	Note all lowercase
LCDfx™	technology	Acquired from 3dfx
Life. Captured.™	(tagline)	
Life. Experienced.™	(tagline)	
LinkBoost™	technology	
Lumenex™	engine	
M-Buffer™	technology	Acquired from 3dfx
Mango™	software plug-in	
MAXtreme™	performance driver	
MediaQore™	hardware accelerator architecture	Acquired from MediaQ
MediaShield™	performance storage technology	
MediaSqueeze™	compression technology	
MXM™	technology	Do not precede with "NVIDIA"
Nalu™	demonstration software	
nDemand®	promotions program	
nfiniteFX®	engine	
nPower™	technology	
NSIST on NVIDIA™	marketing program	
nStant Media™	technology	
nTersect™	corporate blog	

Trademarked Product	Generic Term	Notes
nTune™	optimization system utility	
NVChess™	application	
NVDVD™	multimedia software	
NVEnterprise™	software tools	
NVIDIA®	graphics processor, technologies	
NVIDIA 3D Vision™	glasses	
NVIDIA Business Platform™	solution	Do not abbreviate to "NBP"
NVIDIA DirectLink™	update delivery system	Trademarked as "NVIDIA DirectLink™"
NVIDIA nForce®	audio processing unit; integrated graphics processor; media and communications processor; platform processing architecture; system platform processor	Registered as "NVIDIA nForce®." Acceptable to write "nForce" (without "NVIDIA") on same page in document.
NVIDIA ION™	graphics, graphics processor	
NVIDIA® Optimus™	technology	Always precede with "NVIDIA®." Also see "Optimus™.
NVIDIA PartnerForce™	program	Trademarked as "NVIDIA PartnerForce™"
NVIDIA Personal Cinema®	digital entertainment solution	Registered as "NVIDIA Personal Cinema®"
NVIDIA Quadro®	graphics processing unit	Always use "NVIDIA Quadro®" on first use; then use "Quadro®." See "Special Guidelines for NVIDIA Quadro."
NVIDIA Quadro® G-Sync™	option card	
NVIDIA Quadro® Plex	array	
NVIDIA® RealityServer®	platform	Always use "NVIDIA®"on first use; then use "RealityServer®." Capitalize "R" and "S." Also see "RealityServer®." Acknowledge mental images in Trademark Legend.[1]
NVIDIA Scene Graph™	SDK	Only use ™ when NVIDIA precedes "Scene Graph"
NVIDIA SoundStorm®	audio product	Registered as "NVIDIA SoundStorm®"
NVIDIA SLI®	technology	Also see "NVIDIA SLI®-Ready," "SLI®," and SLI®-Ready"
NVIDIA SLI®-Ready	technology	Also see "NVIDIA SLI®," SLI®, and SLI®-Ready"

[1] See "Trademark Legends and Copyright Statements" section.

Trademarked Product	Generic Term	Notes
NVIDIA Verde™	driver program	
nView®	multi-display technology	
NVISION®	event, publication	
NVKeystone®	application	
NVOptimizer™	video optimization utility	
NVPinball™	game	
NVRotate™	application	
NVS™	graphics processing unit	
NVSensor®	sensor simulation	
NVSync™	multichannel synchronization	
NVTV™	tuner card	
nZone®	enthusiast Web site	
Optimus™	technology	Always precede with "NVIDIA®." Also see "NVIDIA® Optimus™
OptiX™	ray tracing engine	
Parallel DataCache™	technology	
Parallel Nsight™	software	
Perfalyze™	automated performance analysis	
PerfHUD™	performance analysis tool	Replaces obsolete "NVPerfHUD"
PerfKit™	performance analysis toolkit	Replaces obsolete "NVPerfKit"
PhysX®	physics engine	Acquired from AGEIA
Powered By NVIDIA® nTune™	marketing program	
Powering the World's Media Center PCs™	(tagline)	
PowerMizer®	technology	
PureVideo®	technology	
Preface™	technology	Acquired from PortalPlayer
Quadro®	graphics processing unit	Always use "NVIDIA Quadro®" on first use; then use "Quadro®." See "Special Guidelines for NVIDIA Quadro."
Quantum Effects™	technology	

Trademarked Product	Generic Term	Notes
QuickSync™	technology	
Quincunx Antialiasing®	technology	
QView™	multi-display technology	Acquired from MediaQ
RealityServer®	platform	Always use "NVIDIA®" on first use; then use "RealityServer®." Capitalize "R" and "S." Also see "NVIDIA® RealityServer®." Acknowledge mental images in Trademark Legend.[2]
RIVA™	graphics processor	
RIVA TNT™	graphics processor	
Sceneshare™	technology	
SceniX™	scene management engine	
See What You've Been Missing™	(tagline)	
Siege: Catapult Assault™	game	
SLI®	technology	Also see "NVIDIA SLI®," "NVIDIA SLI®-Ready, and "SLI®-Ready"
SLI®-Ready	technology	Also see "NVIDIA SLI®," "NVIDIA SLI®-Ready, and "SLI®"
SmartDimmer™	technology	
Sorbetto™	lighting technology	
Speak Visual™	campaign	
StreamThru®	data transport system	
SuperStability™	memory mode	
T-Buffer™	technology	Acquired from 3dfx
Tegra™	processor	
Tegra APX™	processor	When Tegra is used with APX (as in "Tegra APX 2500"), only add mark to APX
Tesla™	computing solution	
The way it's meant to be played™	marketing program	
Timbury™	demonstration software	
TNT™	graphics processor	

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[2] See "Trademark Legends and Copyright Statements" section.

Trademarked Product	Generic Term	Notes
TurboCache™	technology	
TwinBank®	memory architecture	
TwinView®	display architecture	
UI Composer™	software	
UltraShadow™	technology	
Vanta®	graphics processor	
Voodoo®	graphics chip	Acquired from 3dfx
Vulcan™	demonstration software	
WHISPERCHILL™	thermal solution	Note all caps

TRADEMARK LEGENDS AND COPYRIGHT STATEMENTS

Trademark Legends

Use the following "Trademarks" and "Copyright" boilerplate statements in your external documents.

Trademarks

NVIDIA, the NVIDIA logo, and <*add all other product names mentioned in this document*> are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. Other company and product names may be trademarks of the respective companies with which they are associated.

Copyright

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mental images Trademark Statement

Add the following statement to NVIDIA's trademark legend when a document also refers to a mental images trademark, such as the NIVDIA® RealityServer® platform.

> "mental images and <*add all other product names mentioned in this document*> are trademarks and/or registered trademarks of mental images GmbH in Berlin, Germany; in the United States; and in other countries."

Examples of NVIDIA Trademark Statements

Alphabetically list all the trademarks of NVIDIA mentioned in a particular document, listing trademarks only, not product versions (for example, list GeForce, not GeForce GTX). Do not use "NVIDIA" in front of each mark when you refer to the mark in the Trademark Statement.

"NVIDIA, the NVIDIA logo, GeForce, Quadro, and Tesla are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. Other company and product names may be trademarks of the respective companies with which they are associated."

 Or with mental images:

"NVIDIA, the NVIDIA logo, GeForce, Quadro, and Tesla are trademarks and/or registered trademarks of NVIDIA Corporation in the U.S. and other countries. mental images, iray, and RealityServer are trademarks and/or registered trademarks of mental images GmbH in Berlin, Germany; in the United States; and in other countries. Other company and product names may be trademarks of the respective companies with which they are associated."

COPYRIGHT GUIDELINES

NVIDIA's copyright notice states that the information within a document is the intellectual property of NVIDIA Corporation. The statement appears on a separate page, usually on the back of the title page under the heading "Copyright."

How to Determine the Copyright Date

The copyright date is the year a printed piece is first published. If you reprint or republish material, use these guidelines from the *Microsoft Manual of Style for Technical Publications*. (Note: Parts of this guideline are an exception to *The Chicago Manual of Style*.)

- „ If 85 percent or more of a piece is new at reprinting, it is considered a new work and the copyright should list only the current year at the time of reprinting—for example, ©2010.
- „ If less than 85 percent of a piece is new, the copyright should list both the original year of printing and the current year of reprinting. Example: ©2000, 2010.
- „ If material contains misinformation that could cause a serious usability problem, the material should be reprinted immediately. If reprinting take place in a year later than the one in which the piece was originally published, add the second year—for example, ©2002–20010

If material contains typographical or formatting errors that are corrected in reprinting, keep the original copyright date.

THIRD-PARTY PRODUCTS

Referencing Third-Party Products

You should not attribute (use the ® or ™ symbols) a trademark that is not one of NVIDIA's trademarks unless we have a specific written obligation to do so in a trademark license or other written agreement. If you believe there is an agreement to attribute another company's mark outside of a written, formal agreement (for example, a verbal or an e-mail exchange), please contact Legal to discuss this.

NVIDIA covers other Company trademarks by our statement that follows our own trademark legend (See "Boilerplate Trademark and Copyright Statements").

Special and Licensed Third-Party Trademarks

Use these third-party trademarks the first time the trademark is mentioned in text in NVIDIA documentation. In addition, include the credit line on the Trademark page.

HDMI

In text, refer to the fact that the NVIDIA product incorporates HDMI technology by using phrases such as "incorporates HDMI™ [or High-Definition Multimedia Interface] technology." On all such materials, the NVIDIA company, or product, or service name must appear more prominently than that of the HDMI mark and should be visually distinguished from the HDMI mark by putting it in a different font or color or on a different line. This is important to avoid any implication that an NVIDIA product is manufactured or supported by the HDMI Licensing Agent or HDMI Founders. For more information, go to http://www.hdmi.org/manufacturer/ trademark_logo_pub.aspx.

Include the following notice on marketing materials such as brochures, manuals, advertising, and fliers:

> "HDMI, the HDMI logo, and High-Definition Multimedia Interface are trademarks or registered trademarks of HDMI Licensing LLC."

ROVI (Formerly Macrovision) Compliance Statement

Include the following notice on all catalogs, advertising, and marketing materials regarding NVIDIA products that are enabled with ROVI Copy Protection Technology.

> "NVIDIA Products that are ROVI enabled can only be sold or distributed to buyers with a valid and existing authorization from ROVI to purchase and incorporate the device into buyer's products.
>
> ROVI copy protection technology is protected by U.S. patent numbers 5,583,936; 6,516,132; 6,836,549; and 7,050,698 and other intellectual property rights. The use of ROVI's copy protection technology in the device must be authorized by ROVI and is intended for home and other limited pay-per-view uses only, unless otherwise authorized in writing by ROVI. Reverse engineering or disassembly is prohibited."

OpenCL

The first time OpenCL is used in text, including on a Web page, use a trademark symbol (*OpenCL™ software*). In addition to including the following credit on the Trademark page of written documentation, list it at the bottom of a Web page the first time OpenCL is used:

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