

Copyright, Quotation and Intellectual Property Policy

iSuppli Corporation Copyright, Quotation and Intellectual Property Policy

Introduction

iSuppli Corporation's name, logo and published materials are subject to trademark and copyright protection regardless of source. Any publication or use of the iSuppli name, excerpts from iSuppli research, or quotations from iSuppli analysts must be approved in advance by iSuppli Marketing, which may approve or deny any request in its sole discretion. All requests must be submitted in writing to iSuppli Marketing.

iSuppli Corporation is an independent market intelligence firm that produces fact-based, objective analysis for communications, media and technology markets. Research integrity is one of the core values of the iSuppli brand and as such, iSuppli requires the appropriate use of the iSuppli company name and research. The iSuppli Corporation name, intellectual property, trademarks and/or logo may not be used for any advertising, marketing, promotional or other external purpose without the express approval of iSuppli for each specific use. This policy defines the criteria that will be used to issue that approval.

iSuppli Corporation Copyright, Quotation and Intellectual Property Policy

All iSuppli intellectual property is subject to the iSuppli Corporation Copyright, Quotation and Intellectual Property Policy. iSuppli Marketing must approve any external use in writing. This policy applies to all contexts (traditional and electronic formats) in which the iSuppli name or research may appear externally. It includes, but is not limited to advertising, annual reports, blogs, books, brochures, legal or financial filings and documentation, marketing materials, newsletters, press releases, presentations, signage and speeches. Limited use of excerpts internally within client organizations is allowed and does not require pre-approval. Said material must be marked "For Internal Use Only."

Policy Requirements

All of the following applies to the usage of any and all iSuppli intellectual property:

- ❑ All quotations and excerpts for external use must be approved in writing by the appropriate iSuppli analyst and iSuppli Marketing in the context of the materials in which the quote will appear.
- ❑ iSuppli research may not be used to endorse a vendor, product and/or service. Please note that iSuppli research agendas and conclusions are solely under iSuppli control. Client companies cannot purchase research coverage or favorable opinions.
- ❑ Quotes and excerpts must be from published research that is less than six (6) months old.
- ❑ Client companies may not "pass along" iSuppli Marketing quotation approval to any third-party. Any and all third-parties must be identified and seek approval from iSuppli Marketing directly.
- ❑ The use of the iSuppli name or research in corporate (marketing and/or press release) boilerplates or signatures is not permitted.
- ❑ There is a limit of one (1) iSuppli quotation per press release.
- ❑ Quotations from iSuppli analysts may not appear in press releases based solely on iSuppli research.

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- ❑ Any changes to a prior-approved press release quotation require the revised press release be re-submitted in its entirety for final iSuppli approval.
- ❑ For advertising and marketing materials, iSuppli reserves the right to approve the appropriateness of the creative copy of the overall piece in which the iSuppli name will appear.
- ❑ Any and all references to iSuppli data must appear separate to that of any other analyst firm data.

Violation of Policy

iSuppli does not deviate from this policy and will endeavor to vigorously protect its objectivity and its brand. Failure to comply with this policy will result in immediate suspension of all usage permissions. iSuppli may also seek any and all remedies available under contract, copyright and other applicable law domestically and internationally.

Policy Restrictions

Without limiting the above, the following uses of iSuppli material are expressly prohibited:

- ❑ The posting complete and/or iSuppli works on an Internet site is prohibited.
- ❑ The distribution of copies of iSuppli data, publications, and the like to customers or prospective customers or partners or business associates or to any external organizations (third parties) without the consent and coordination of iSuppli Marketing is not permitted.

Policy Submissions

Requests to quote, excerpt or reference the iSuppli Corporation name or research in any materials must be submitted to iSuppli Marketing. Required items for submission include:

- ❑ The quotation or excerpt for which approval is sought.
- ❑ The original iSuppli source of the quotation, named and attached.
- ❑ The materials in which the quotation will appear, named and attached.

The estimated response time is 48 hours following receipt of request.

For More Information

John Ward – Vice President, Marketing
iSuppli Corporation
310.524.4013 | jward@isuppli.com

Debra Jaramilla – Manager, Marketing
iSuppli Corporation
310.524.4047 | djaramilla@isuppli.com

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About iSuppli Corporation

iSuppli Corporation is the global leader in technology value chain research and advisory services. iSuppli provides market intelligence services for the EMS, OEM and supplier communities in addition to servicing consumer electronics and media concerns. Services afforded by iSuppli range from electronic component research to device-specific application market forecasts, from teardown analysis to consumer electronics and from display device and systems research to multimedia content and services. More information is available at www.isuppli.com

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