



Advanced Media Workflow Association, Inc.TM (“AMWATM”) Policy on Trademark Usage

Title: Policy on Trademark Usage

Source: Advanced Media Workflow Association

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Advanced Media Workflow Association, Inc.’s (“AMWA” or “Association”) name is one of the most critical elements of the organization’s identity. By standardizing the use of the Association’s public name worldwide, consistency is assured and the organization’s identity is reinforced. As part of AMWA’s ongoing efforts to secure and protect its trademark rights in furtherance of its mission, the following policy should be observed by all Members, Implementers, and others in using the Association’s trademarks and service marks:

1. Use “Advanced Media Workflow Association, Inc.” in the first reference to the Association in all documents of mass communication, including marketing collateral and other references, as well as on web pages. Use “AMWA” or “AMW Association” only where there is another clear reference to “Advanced Media Workflow Association, Inc.” on the document.
2. Except for fair and referential usage as permitted by law, use the AMWA marks and logos only to identify an organization’s or individual’s membership in the Association, or a product’s or service’s support of the AAF or MXF format or other work of the Association. Do not use any AMWA mark or logo in any fashion that may result in a likelihood of confusion between the Association’s specifications and services and any organization’s or individual’s own products or services. Any such unauthorized use would infringe AMWA’s trademark rights.
3. No organization or individual may claim or assert any ownership rights in any AMWA mark or logo by registering or using an AMWA mark or logo as a trademark, service mark, trade name, domain name, or “doing business as” name (“d/b/a”), alone or in combination with such organization’s or individual’s own trademarks or service marks.
4. When using an AMWA trademark or service mark, use the appropriate symbol, as indicated in the attached list of AMWA marks, on the first or most prominent appearance of each AMWA mark. Before the Association’s marks are registered with the United States Patent and Trademark Office, use the “TM” symbol for a trademark (e.g., AAF-XTM Specification) and the “SM” symbol for a service mark (e.g., AMWASM Interoperability Demonstrations). After an AMWA trademark or service mark is registered, the products, labels, or advertising materials bearing an AMWA mark may carry the registration symbol “®”.
5. To help distinguish AMWA marks from other text, they should be capitalized when in print. Acceptable alternatives include using bold or italic fonts, placing the trademark in quotation marks, or using contrasting colors. These rules should be followed throughout the text of any document of mass communication, including printed or electronic documents, web pages, and on product packaging.



6. Other than the permitted stylistic formats noted above, AMWA marks should be used only in their exact format. (See list below. This list may be updated from time to time by AMWA. The current list is posted at <http://www.amwa.tv/policies>.) Do not make changes to any AMWA trademark, service mark, or logo. Avoid grafting together two trademarks, making one word two, varying spelling, adding words or letters to a trademark, abbreviating, using acronyms (other than those specified as AMWA marks herein), or making a trademark plural or possessive. Also avoid altering the color, typography, or proportions of AMWA's design logo.
7. Whether printed or spoken, trademarks should be used to modify the common descriptive name for products or services. It is improper to use a trademark as a noun or verb.
8. In recognition of the fact that trademarks are important assets of the Association and its mission, it is vital that the appropriate AMWA marks and attribution language be used. AMWA is the owner of the marks, and AMWA Members and Implementers are licensees permitted limited use of the marks to promote products implementing the AMWA specifications.
9. Unless required by the terms of a license that an organization or individual may hold from AMWA to use more specific language, the following statement should be used, as space permits, on each document or product packaging that refers to AMWA specifications:

“Advanced Media Workflow Association, Advanced Authoring Format Association, Inc., AAF Association, AAFA, AAF-X, AAF SDK, AAF Edit Protocol, and the AAF and AMWA logos are trademarks or service marks of Advanced Authoring Format Association, Inc. in the United States and in other countries.”

10. An organization or individual may only use an AMWA mark or logo on a product or service to indicate compliance with an AMWA specification if the organization or individual has verified that the product or service fulfills the required elements of the specification according to the rules for such compliance specified in the “Conformance Statement” (available at <http://www.amwa.tv/policies>).

If you have any questions regarding this policy, please contact the AMWA at info@amwa.tv.