



N-Mark Trademark Usage Guidelines

June 2009

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1 Introduction

These N-Mark Trademark Usage Guidelines have been created by the NFC Forum to ensure consistency in the manner in which the NFC Forum N-Mark is used and displayed in order to guarantee consumer confidence in the NFC Forum and in products implementing NFC Forum specifications.

The NFC Forum Target N-Mark (N-Mark) is a trademark that has been created to build marketplace understanding and awareness of the benefits of NFC technology. This mark will help advance the acceptance of NFC short-range wireless interaction between consumer electronics, mobile devices, and personal computers, and NFC-compatible tags.

The following trademark usage guidelines establish rules around how the N-Mark may be used in connection with tags. By following these usage guidelines, the NFC Forum will be able to create and ensure a strong visual presence and product credibility across the variety of NFC tags soon to be available in the marketplace. The NFC Forum will continue to update these Trademark Guidelines as circumstances warrant.

1.1 Administration

The N-Mark Trademark Usage Guidelines are supported by the Near Field Communication Forum, Inc., located at:

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Tel.: +1 781-876-6216

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www.nfc-forum.org/

The Marketing Communications Working Group maintains this document.

1.2 Intellectual Property

The N-Mark Trademark Usage Guidelines conform to the Intellectual Property guidelines specified in the NFC Forum's Intellectual Property Right Policy, as approved on November 9, 2004 and outlined in the NFC Forum Rules of Procedures, as approved on December 17, 2004, and revised on June 23, 2007.

2 NFC Forum N-Mark Trademark Usage Guidelines



The NFC Forum N-Mark will become the most recognized mark within the NFC spectrum, due to the adoption of the NFC Forum specifications and the display of the NFC Forum N-Mark on tags capable of NFC interactions and transactions. The following trademark usage guidelines have been developed to assist NFC Forum members and others in the use of the NFC Forum N-Mark.

2.1 Specifications

- The NFC Forum N-Mark indicates that a tag complies with NFC Forum Specifications, with data on the tag stored in NDEF format according to the NFC Data Exchange Format (NDEF) Technical Specification.
- Usage of the NFC Forum N-Mark must be kept up to date with current specifications (see www.nfc-forum.org/specs/ for the latest list of specifications).
- The NFC Forum N-Mark may not be used for the sole purpose of identifying that a product is compatible with NFC Forum Specifications.
- You may use language such as "This tag implements NFC Forum Specification [SPECIFICATION/VERSION]". Do not refer to any product or service as being NFC Forum-certified, NFC Forum-conformant, or NFC Forum-compliant or use those terms in connection with any advertising or on product packaging unless and until (i) NFC Forum has adopted a separate certification mark, (ii) your product has passed the testing suites that will objectively verify your product's successful implementation of the NFC Forum specifications, and (iii) you have executed a separate certification mark license.

2.2 Placement and Design

- The NFC Forum N-Mark may only be used to identify the position over the tag where the consumer can align the NFC Forum N-Mark with an NFC-compatible device to enable an NFC interaction.
- The NFC Forum N-Mark may only be used with product packaging or marketing collateral exclusively used in connection with NFC Forum Specification-enabled tags.
- You may use language such as "This product implements NFC Forum Specification [SPECIFICATION/VERSION]". You shall mark each use of the NFC Forum N-Mark in a Registered Jurisdiction with the "R" symbol, and, in every other case, unless otherwise advised by the Forum, with the "TM" symbol. If you distribute products or services bearing the NFC Forum N-Mark in multiple jurisdictions where applications for the mark remain pending and where registrations are issued, you may use the "TM" symbol, unless otherwise advised by the Forum.

- Please use the following attribution language on any product packaging, advertisement, poster, or website pages on which the NFC Forum N-Mark appears.

"The 'N' Logo is a trademark of the NFC Forum, Inc. in the United States and in other countries."

3 Jurisdiction

The license agreement for the NFC Forum N-Mark provides limited indemnification for licensed users of the NFC Forum N-Mark in those jurisdictions where the N-Mark is registered. Licensed N-Mark users are not shielded from liability in jurisdictions where the N-Mark is not registered or in connection with products or services not specified in the registration of that jurisdiction. Countries where registration has been completed or is pending can be found at www.nfc-forum.org/N-Mark.

4 Basic Design of NFC Forum N-Mark

You may replace the "TM" here with the "R" symbol as appropriate. For the registration status for each jurisdiction, see www.nfc-forum.org/N-Mark.



4.1 Rules of Graphical Usage

4.1.1 Types of Colors



Basic Color (Gradation)

(Offset printing, on-screen display, etc.)

You may download the NFC Forum N-Mark image file in several file formats from the NFC Forum's website after you have executed an N-Mark license.



Single-Color

(Silkscreen and uni-color printing)

The NFC Forum N-Mark must be in the following color or equivalents:

PANTONE 2935C or 293C



Monochrome

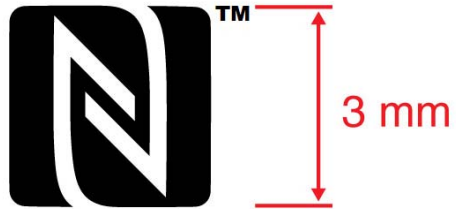
(Silkscreen printing, monochrome prints, etc.)
The NFC Forum N-Mark must be printed in white, black, or a gradation of gray.



4.1.2 Minimum Height Requirement

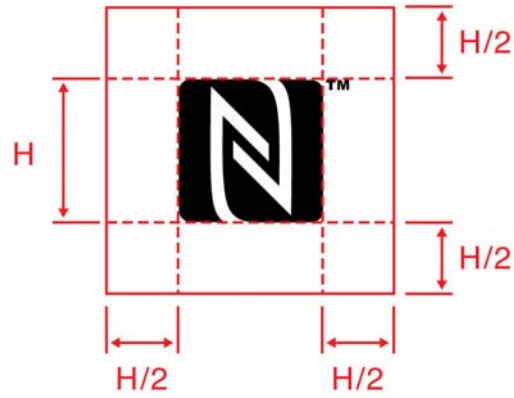
The height of the NFC Forum N-Mark should not be smaller than 3 mm. There is no regulation on the maximum size, provided that the NFC Forum N-Mark is never displayed larger or more prominently than the company's own marks.

Minimum Height



4.1.3 Isolation Zone

The NFC Forum N-Mark must be surrounded by an isolation zone as illustrated below. The purpose of this zone is to make the mark stand out on a poster, e.g., a dark poster with the NFC Forum N-Mark enclosed in a white border.



4.2 General Regulations

- The NFC Forum N-Mark must be used as a single, integral design. Do not break it apart.
- When displaying the NFC Forum N-Mark in a single color, do not use any other colors than the colors specified in these guidelines. .
- The NFC Forum N-Mark should not be manipulated in any way that alters the proportions of the N-Mark.

Examples of inappropriate uses of the NFC Forum N-Mark include, but are not limited to, the following graphics.



- Do not enclose the NFC Forum N-Mark in a rectangle or other shapes (except as noted above in 4.1.3 Isolation Zone).
- Do not arrange the NFC Forum N-Mark iteratively like tile blocks.
- Do not use the NFC Forum N-Mark in combination with or integrated in any company-specific or proprietary marks.
- Do not place the NFC Forum N-Mark on a background that renders the N-Mark unreadable.

4.3 Use of NFC Forum N-Mark on Printed Materials and Websites

When the NFC Forum N-Mark is printed or displayed on a white background, such as on product packaging or on a website, please use the specified colors or gradations of gray (including solid black).

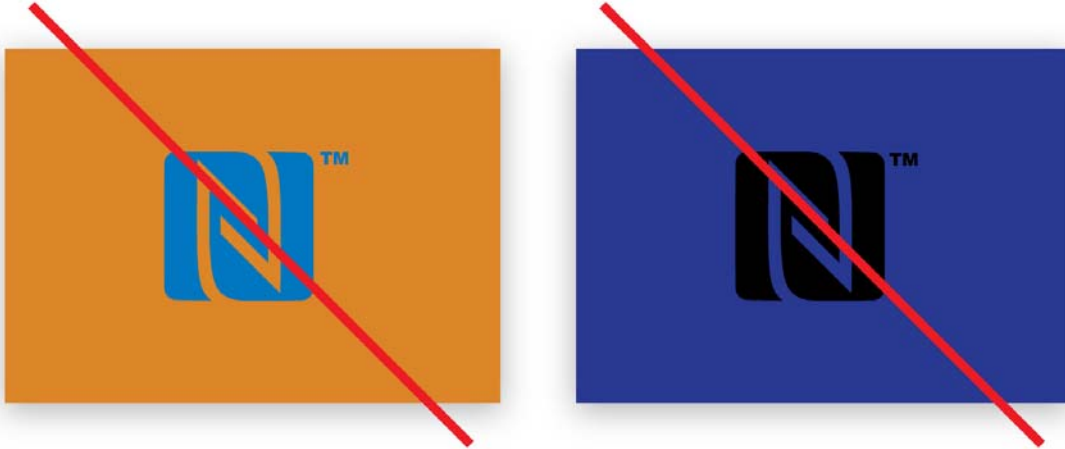


When the NFC Forum N-Mark is placed on a colored background, please observe the following recommendations:



- Dark background color → N-Mark: White
- Light background color → N-Mark: Gray or black

The following types of combinations are prohibited to ensure that the NFC Forum N-Mark is clearly visible.



- Do not use a colored NFC Forum N-Mark on a colored background.
- Do not use a dark NFC Forum N-Mark on a dark background.

5 Best Practices Guidelines

Consumers will feel more confident using their NFC-enabled consumer devices when the devices are easy to use. The NFC Forum N-Mark should be placed in an easily-accessible area when using an information delivery device, such as a smart poster, to ensure that consumers can readily interact with the device.

Purchasers of tags may feel more confident in their authenticity if the N-Mark is placed on any sales materials or packaging.

6 NFC Forum N-Mark Specifications

The minimum specification that must be used with the N-Mark is the NFC Data Exchange Format (NDEF) Technical Specification.

The following information-only list shows additional NFC Forum Specifications that can be used in conjunction with the NFC Forum N-Mark. A current list of NFC Forum Specifications can be downloaded free of charge from the NFC Forum Website at www.nfc-forum.org/specs/.

- NFC Record Type Definition (RTD) Technical Specification
- NFC Text RTD Technical Specification
- NFC URI RTD Technical Specification
- NFC Smart Poster RTD Technical Specification
- NFC Forum Type 1 Tag Operation Specification
- NFC Forum Type 2 Tag Operation Specification
- NFC Forum Type 3 Tag Operation Specification
- NFC Forum Type 4 Tag Operation Specification

A. Revision History

The following table shows the revision history of N-Mark Trademark Usage Guidelines.

Table 1: Revision History

Document Name	Revision and Release Date	Status	Change Notice	Supersedes
N-Mark Trademark Usage Guidelines	2 June 2009			