RED HAT, INC.
Trademark Style Sheet:
Trademark Usage Guidelines for Parties Authorized to Use Red Hat Marks

I. <u>INTRODUCTION</u>

The trademarks of Red Hat, Inc. represent the quality, innovation, and excellence of Red Hat's products. They are recognized the world over as a symbol of the most advanced computing technology. They serve to distinguish those products that are officially endorsed by Red Hat, Inc. and those that come from other entities. As a result, the trademarks of Red Hat, Inc. are an extremely valuable resource, and are a critical component of Red Hat's business strategy.

The development of a loyal brand following among consumers is important to the long term success of any business. This is especially important in the computer software field, in which technology evolves extraordinarily rapidly and in which new companies continually enter the marketplace. Nowhere is this more evident than in the Linux®-based operating systems marketplace, in which the cooperative development model fosters unsurpassed innovation and technological advancement. In working with the cooperative development model, brand identity is often the strongest and most visible aspect that separates one company from another.

Over a period of years, Red Hat has worked hard to develop a consistent, high quality brand by producing computing products of the highest possible technology, innovation, and quality. Our hard work has lead to several prestigious international awards and multitudes of enthusiastic users across the glode. As a result, the RED HAT® brand name and associated trademarks have tremendous value in the marketplace, and are an extremely effective sales tool. Ensuring that the RED HAT brand and trademarks are used properly and consistently will continue to develop the value of that brand, and will allow you to benefit from it.

This Guide is designed to give you clear instructions for the use of Red Hat's trademarks. Please review it carefully. This document is designed to assist you in implementing the separate written agreement you have entered with Red Hat that permits you to use certain Red Hat trademarks. Please review that separate written agreement to understand which trademarks you are authorized to use, and to what extent and scope you may use them. The two documents go hand in hand, but nothing in this document gives you greater rights than the written contract between you and Red Hat. Rather, this Trademark Guide is designed to help you implement the written contract.

The next few pages give you guidelines for the proper use of certain Red Hat trademarks. Please be sure to follow those guidelines each time you use any Red Hat trademark. The first section is a basic summary of trademark law to help you understand the importance of adhering to these use guidelines. The following sections address the particular circumstances of text trademarks and logo trademarks.

Keep in mind that the trademarks of Red Hat are a valuable business asset, and should be treated with care and respect. In order to preserve trademark rights, all trademarks must be used consistent with these guidelines. Failure to do so can result in a loss of trademark rights. The consistent use over time will allow the value of the marks to increase, and will allow you to benefit from that experience.

II. <u>BASIC TRADEMARK USE RULES</u>

The following guidelines apply to use of any and all trademarks, not just those of Red Hat, Inc. They are helpful background information that should assist you in preserving and enhancing the value of all trademarks you use throughout your work.

1. *Distinguish*. When using any trademark in printed materials, always distinguish the mark in relation to other words in the text. This may be done by printing the mark inside quotation marks, by printing it using all capital letters, or by using bold or italics print. This document is a good example of distinguishing trademarks from surrounding text.

2. *Form*. It is important to adhere to the exact form of each trademark. We are an innovative and creative company, except when it comes to the use of our trademarks. Do not use a clever play on words, or make other alterations to any marks. Note that "RED HAT" is two separate and distinct words, and should never be combined into a single word as "Redhat." The marks may not be translated into other languages, nor may they be combined with marks of other organizations. Be sure to review the guidelines in Section IV. for printing graphical marks and logos.

3. *Adjectives*. Always use marks as adjectives, and never as nouns. The use of any mark in text should be immediately followed by a noun. For instance, state "We recommend you use the RED HAT Linux operating system," rather than, "We recommend you use Red Hat." On a related note, avoid using marks in the possessive form, in the plural, or as a verb. The examples below illustrate proper usage.

	AVOID	CORRECT
NOUN	"RED HAT's performance is incredible."	"The RED HAT Linux operating system's performance is incredible."
PLURAL	"Corporate demand for RED HATs is surging."	"Corporate demand for the RED HAT Linux operating system is surging."
VERB	"RED HAT your entire network."	"Set up your entire network using the RED HAT Linux operating system."

4. *Symbol*. When a trademark of Red Hat, Inc. first appears in the body of printed text, it should be followed by the appropriate trademark notice symbol. For registered marks, ® is appropriate. For unregistered marks, use TM when referring to Red Hat goods and SM when referring to Red Hat services. After the first use of one of these symbols, it need not be used again with that mark in the text. Generally, the symbol is not needed if the mark is used in the text's title or headline. Marks should always have the appropriate symbol when used on product packaging, in advertisements, or in other marketing material. In addition, be sure to include an attribution statement for each mark used. Please see Section III.4. for the proper form of such a statement.

5. *Use*. The use of RED HAT shall only be in conjunction with our products and services as released and marketed by Red Hat, Inc. In the event that you make any modifications to any or all of our products and services, you may not use those the trademark RED HAT identify those modified products and services. Red Hat provides and promotes open source software and the documentation for the same and permits others to freely copy those products; however, without a license from Red Hat you may only use Red Hat's trademarks in association with products or services received directly from Red Hat, not copies of those products you distribute.

III. TEXT TRADEMARKS

Proper use of Red Hat trademarks is essential to maintain and increase their value in the marketplace. The guidelines that follow provide basic rules of trademark usage, including the form, manner, and place of use.

Please refer to the Agreement signed by you and Red Hat, Inc., for additional information. That Agreement outlines the rights you have to use certain Red Hat trademarks, and this document is designed to assist you in implementing and exercising those rights. Both documents function together, and you should consult them regularly.

1. The words "RED HAT"

The words "RED HAT" are associated the world over with the quality and innovation of Red Hat, Inc.'s products and services. These words must be used carefully. You may only use them to refer to the official products and services of Red Hat, Inc.

Be sure to follow the general trademark use rules in Section II., Basic Trademark Use Rules. The guidelines presented there are especially relevant and helpful for handling the use of words as trademarks.

2. Attribution Statements

When you use any Red Hat, Inc. trademark in the body of written text, be sure to attribute it properly. In addition to placing the correct notation after the first use of each trademark (see Basic Trademark Use Rules), also include an attribution statement in a prominent place, such as a footnote, or at the beginning of the document. For registered trademarks of Red Hat, the correct attribution statement is:

> "[*Trademark*] is a registered trademark of Red Hat, Inc."

For unregistered marks (both trademarks and service marks), use:

> "[*Trademark*] is a trademark of Red Hat, Inc."

IV. <u>LOGO TRADEMARKS</u>

Logos are often the most unique trademarks of a company, and are instrumental in developing consumer loyalty and brand identification. For this reason, it is especially important that logos be used consistently. Modifications, even slight, may confuse the public and can damage brand allegiance and loyalty. We offer you the following guidelines to help you maintain the high value of the RED HAT "SHADOW MAN" logo and other Red Hat logo marks (the "Logos"). Any use of the Logos that varies or deviates from these guidelines may be performed only with the written permission of Red Hat, Inc.

1. *Color.* It is important to use consistent coloration of the Logos. The following guidelines will ensure uniformity among all partners.
    a. All printing should be done on high-quality white stock paper.
    b. Use the exact color scheme shown on the materials enclosed with this booklet. The color red should be printed using Pantone® Matching System (PMS) 1797, and black should be black.
    c. Never use any colors other than the prescribed red, black, and white unless specifically authorized by Red Hat.
    d. If you use the Logos in black and white, do not use gray shading. For example, the hat which is red in the full color version should be white, not gray, in the black and white version.

2. *Size.* You may vary the size of the Logos to suit your needs, provided that you abide by the following guidelines.
    a. The minimum size of the Logos is five-eighths of an inch, or 0.7 centimeters, in height. This size may be appropriate for business cards and other small materials. There is no maximum size for the Logos in large display items such as trade show signs, blimps, and hot air balloons.
    b. On products, the Logos should occupy no more than 10%, and no less than 1%, of the surface area of any single surface. For instance, on a box with 100 square inches on the front, the Logos should occupy no more than 10 square inches, and no less than 1 square inch.

3. *Appearance.* It is critical to ensure that any adjustments in size are made proportionally, so that the overall impression is not distorted. Do not adjust the length of the Logo swithout similarly and proportionally adjusting the height. Be sure to keep the logo intact as it exists currently. Do not use some portions of the Logos while leaving other parts out.

4. *Attribution.* As with Text trademarks, it is important that logo trademarks are properly attributed. When using the Logos, include a proper attribution statement.

V. <u>CONCLUSION</u>

The guidelines presented here establish a means to preserving trademark protection for the Red Hat trademarks, including the RED HAT "SHADOW MAN" logo. By following these guidelines, you make a wise investment in your future, as you help ensure that today's trademarks will preserve their value over time. Red Hat, Inc. looks forward to working with you throughout our relationship to develop the fame and value of the Red Hat trademarks, and we are pleased to have you as a partner in that endeavor.

Should you have any questions, please do not hesitate to contact us.

Pantone is a registered trademark of Pantone, Inc. Linux is a registered trademark of Linus Torvalds.