

Pantone, Inc.'s Marking and Usage Rules



Pantone, Inc.'s Marking and Usage Rules pertain to all Pantone, Inc. trademarks. Refer to respective Schedule of Licensed Trademarks in Agreement for list of authorized Pantone, Inc. trademarks.

PANTONE, INC. RESERVES THE RIGHT TO MAKE CHANGES TO ITS MARKING AND USAGE RULES AS IT DEEMS NECESSARY OR APPROPRIATE.

Pantone, Inc.'s Marking and Usage Rules (General Trademark Rules)

The following are rules ("Rules") for the use of Pantone, Inc.'s trademarks, copyrights and patents. **(Please refer to respective Schedule of Licensed Trademarks in individual Agreement(s) for list of authorized Pantone, Inc. trademarks.)**

A. General Trademark Rules

1. Appearance of Pantone, Inc. trademarks:
 - The marks must appear using capitalization as shown in the respective Schedule of Licensed Trademarks attached to the Agreement with Pantone. References to "Pantone, Inc.," the company, must be displayed in upper and lower case letters.
 - The marks must never be hyphenated, made possessive, or used descriptively or generically, or translated into a foreign language, except for the translation of PANTONE only in Japanese (both Hirakana and Katakana characters) and Chinese.
2. Color Names and Numbers: The trademark PANTONE must always precede each PANTONE Color name and/or number, e.g.: PANTONE Yellow 012, PANTONE Rubine Red, PANTONE 123, PANTONE Hexachrome Cyan, PANTONE 14-4106, PANTONE 2 14-1, PANTONE T145-1-4, PANTONE Q140-2-1.
3. Approved Abbreviations: As space is oftentimes limited, the following abbreviations are acceptable to use when listing a PANTONE Color which uses words in its description. (If permitted in the Agreement, for digital library and swatches, please refer to Specific Software Licensee Standards Schedule.)

<u>Official PANTONE Color Name</u>	<u>Approved Abbreviation(s)</u> (only permitted when space is limited)
PANTONE Process Blue	PANTONE Pro. Blue
PANTONE Process Yellow	PANTONE Pro. Yel.
PANTONE Transparent White	PANTONE Trans. Wt.
PANTONE Yellow	PANTONE Yel.
PANTONE Rhodamine Red	PANTONE Rhod. Red
PANTONE Rubine Red	PANTONE Rub. Red
PANTONE Reflex Blue	PANTONE Ref. Blue
PANTONE Process Magenta	PANTONE Pro. Mag.
PANTONE Process Cyan	PANTONE Pro. Cyan
PANTONE Process Black	PANTONE Pro. Black
PANTONE Orange 021	PANTONE Or. 021
PANTONE Warm Gray 1	PANTONE Wm Gy 1
PANTONE Cool Gray 1	PANTONE Cl Gy 1
PANTONE Hexachrome Cyan	PANTONE Hex. Cyan
PANTONE Hexachrome Yellow	PANTONE Hex. Yel.
PANTONE Hexachrome Magenta	PANTONE Hex. Mag.
PANTONE Hexachrome Black	PANTONE Hex. Black
PANTONE Hexachrome Orange	PANTONE Hex. Or.
PANTONE Hexachrome Green	PANTONE Hex. Green
PANTONE Hexachrome H 10-1	PANTONE H 10-1

No other abbreviations of Pantone, Inc. trademarks are permitted unless explicit permission is granted in writing by Pantone, Inc.

4. PANTONE Color Standard Suffix: When citing a specific PANTONE Color followed by the paper stock suffix, there must be one space between the PANTONE Color name or number and the standard suffix. For example, PANTONE 185 C, PANTONE DS 204-1 PU, PANTONE Hexachrome H 185-9 HC, PANTONE 14-4106 TXP. Only an initial capital letter(s) should be used to designate paper stock. Consult current PANTONE Publications for standard suffixes. (If permitted in the Agreement, please refer to Specific Software Licensee Standards Schedule for digital swatch suffixes.)
5. Official Spellings: The word "gray" must be spelled with an "a" at all times when citing the PANTONE Warm Grays and PANTONE Cool Grays. If the spelling of the word "color" in a particular country is with a "u," the word "color" may be spelled with a "u" in all instances except when citing the official title of a PANTONE Publication.

Pantone, Inc.'s Marking and Usage Rules (General Trademark Rules)

6. Pantone Product Titles: Always use the official PANTONE Product title when it is being referenced in printed pieces. The following are official PANTONE Product titles:

Official Product Title

PANTONE formula guide solid coated	PANTONE solid chips uncoated
PANTONE formula guide solid uncoated	PANTONE solid chips coated
PANTONE formula guide solid matte	PANTONE solid chips matte
PANTONE formula guide coated/uncoated	PANTONE solid chips two-book set
PANTONE formula guides coated, uncoated, matte	PANTONE solid chips three-book set
PANTONE solid to process guide coated	PANTONE pastel formula guide + chips coated/uncoated
PANTONE solid to process chips coated	PANTONE metallic formula guide + chips coated
PANTONE solid to process guide coated EURO	PANTONE metallic chips coated
PANTONE solid to process chips coated EURO	PANTONE hexachrome® guides two-guide set
PANTONE color guide screen printer edition	PANTONE hexachrome® guide coated
	PANTONE hexachrome® guide uncoated
PANTONE film guide	PANTONE solid in hexachrome® guide coated
PANTONE foil guide	PANTONE ColorSuite® for Hexachrome® 2.5
PANTONE tints two-book set	PANTONE HexWare® 2.5
PANTONE tints coated	PANTONE ColorWeb® Pro 2.0
PANTONE tints uncoated	PANTONE OfficeColor Assistant™ 2.0
PANTONE solid color bundle	
PANTONE ultimate deal	PANTONE formula scale 3
PANTONE ultimate survival kit	PANTONE Color Viewing Light (3-light unit)
PANTONE ultimate survival kit EURO	PANTONE Color Viewing Light (5-light unit)
	PANTONE duotone studio
PANTONE process two-guide set	PANTONE duotone guide coated
PANTONE process guide coated	PANTONE duotone guide uncoated
PANTONE process guide uncoated	
PANTONE process guide coated EURO	PANTONE for fashion and home color selector – cotton
PANTONE process chips coated	PANTONE for fashion and home color swatch files – cotton
PANTONE process chips – replacement pages	PANTONE for fashion and home color guide
	PANTONE for fashion and home color specifier – paper
PANTONE Colors for Palm OS®	PANTONE for fashion and home color specifier and guide – paper
PANTONE Color Cue™	PANTONE textile color swatch card – cotton
PANTONE Color Cue™ TX	PANTONE textile color specifier replacement page – paper
PANTONE Guide to Communicating with Color	PANTONE for fashion and home color chooser kit
Colors For Your Every Mood	PANTONE for fashion and home color chooser 3.0
The Color Answer Book	PANTONE for fashion and home color kit
	PANTONE home color forecast - 2004
PANTONE PLASTICS opaque selector	PANTONE home color forecast kit - 2004
PANTONE PLASTICS transparent selector	PANTONE XL Swatch – Cotton
PANTONE PLASTICS opaque and transparent selector	
PANTONE PLASTICS selector chips	PANTONE View Colour Planner Winter 2004/05
PANTONE PLASTICS Product Sampler	PANTONE View Colour Planner Summer 2005
	PANTONE View Colour Planner Winter 2005/06
PANTONE COLORVISION Master Suite Spectro	
PANTONE COLORVISION PrintFIX™	PANTONE for architecture and interiors color selector – cotton
PANTONE COLORVISION SpyderPRO™ & PrintFIX™	PANTONE for architecture and interiors color swatch files – cotton
PANTONE COLORVISION Spyder™	PANTONE for architecture and interiors color guide
PANTONE COLORVISION ProfilerPLUS™	PANTONE for architecture and interiors color chooser 3.0
PANTONE COLORVISION SpyderPRO™ Suite	PANTONE for architecture and interiors color chooser kit
PANTONE COLORVISION Spyder™ Master Suite	PANTONE for architecture and interiors color specifier – paper
PANTONE COLORVISION SpyderPRO™ with OptiCAL™	PANTONE for architecture and interiors color specifier and guide – paper
PANTONE COLORVISION SpyderPRO™ for fashion and home	PANTONE for architecture and interiors color kit
PANTONE COLORVISION SpyderPRO™ for architecture and interiors	PANTONE for architecture and interiors color swatch – paper
PANTONE COLORVISION OptiCAL™	PANTONE for architecture and interiors replacement color swatch – paper
PANTONE COLORVISION ProfilerPRO™	
PANTONE COLORVISION DoctorPRO™	

Abbreviations of Pantone, Inc. product titles are not permitted without the written permission of Pantone, Inc., which Pantone, Inc. may, at its discretion, grant when space is limited in advertising pieces and provided the official product title is mentioned earlier in the piece. Translations of Pantone, Inc. product titles are permitted ONLY if the official product title in English immediately follows in parenthesis; however, Pantone, Inc.'s trademarks within product titles, including "PANTONE" may not be translated unless as specified in A. 1. above.

Pantone, Inc.'s Marking and Usage Rules
(General Trademark Rules)

7. Commercial/Corporate Naming: It is not permissible to use any of Pantone, Inc.'s trademarks, including PANTONE, as all or part of a corporate name, Internet domain name, or a d/b/a for its business, or in any other manner as may give the impression that Pantone, Inc.'s trademarks are the property of your company. In addition, no words, symbols or logos shall be conjoined with Pantone, Inc.'s trademarks so as to create a unified commercial impression.
8. Pantone, Inc.'s Digital Asset Management System: Pantone, Inc. provides access to their digital assets (e.g., images of publications, logo digital files, etc.) to Pantone-authorized users. Notice of the Web Access Address, User Name and Pass Code for each individual company has/will be provided to you from Pantone, Inc.'s Marketing Department and we encourage use of these published assets in all materials created by Pantone-authorized users within the scope of Pantone's prescribed terms and conditions of use. If you have any questions regarding access to, or the use of, Pantone's Digital Asset Management System, please E-mail database@pantone.com.

B. Trademark Notices

1. Notice symbol: The "®" or "™" notices must be displayed **once after the first or most prominent use of each Pantone, Inc. trademark in any piece**, including, but without limitation to, print publications, computer screen displays, digital files (htm, html files) and PDF files, unless written permission is obtained from Pantone, Inc. specifically authorizing the use of alternative trademark notices. **(Please refer to respective Schedule of Licensed Trademarks in Agreement for capitalization of marks and type and placement of notice symbols of Pantone, Inc. trademarks.)**
2. Trademark Reference Line: If a Pantone, Inc. trademark is referenced in a piece, either at the beginning or the end, such piece must conspicuously state that such mark is owned by Pantone, Inc. through one of the following reference lines, whichever is applicable:
 - Where one Pantone, Inc. trademark appears in the piece:
[Insert Pantone, Inc. trademark] is the property of Pantone, Inc.
 - Where more than one Pantone, Inc. trademark appears in the piece:
PANTONE® and other Pantone, Inc. trademarks are the property of Pantone, Inc.
 - Where the piece **does not** identify third party owners of trademarks:
All trademarks are the property of their respective owners.
3. Copyrights: If one or more copyrights of Pantone, Inc. are utilized in a piece, such piece must conspicuously state that such copyright(s) are owned by Pantone, Inc. through one of the following reference lines, whichever is applicable:
 - Where only Pantone, Inc. copyright(s) is in the piece:
© Pantone, Inc., [insert year, e.g., 2003]
 - Where copyrights of third parties are also in the piece:
Portions © Pantone, Inc., [insert year here, e.g., 2003]
 - Where the piece does not identify third party owners of copyrights:
All copyrights are the property of their respective owners.
4. Patent Notice: If the patent covering Pantone, Inc.'s six-color printing process is being used, the following patent notice must be placed on any printing systems, print grids or dye sets covered under the patent, and pieces referencing or describing such patented printing process in the materials:

Pantone, Inc.'s six-color printing process is the subject of U.S. Patent No. 5,734,800.

Pantone, Inc.'s Marking and Usage Rules
(General Trademark Rules)

C. Permission from Pantone, Inc.

1. PANTONE, PANTONE MATCHING SYSTEM, PANTONE Process Color System, PANTONE Textile Color System, PANTONE Hexachrome, Hexachrome, PANTONE Plastics Color System and PMS are Pantone, Inc.'s check-standard trademarks for color standards, color data, color reproduction and color reproduction materials, and other color-related products and services, meeting Pantone, Inc.'s specifications, control and quality requirements. Written permission from Pantone, Inc. is required prior to reproduction or digital display of a PANTONE Color with trademark and/or copyright identification or use of Pantone, Inc.'s trademarks for any color-related products or services.
2. Written permission from Pantone, Inc. is required prior to a claim that a third party color or color system is the same as, or equivalent to, a color standard or color system of Pantone, Inc., and prior to any cross-referencing, in whole or in part, to any PANTONE Color System or portion of a PANTONE Color System.
3. Published materials of Pantone, Inc. are protected by copyrights and include, for example, graphic presentations, color references, PANTONE Colors, PANTONE Names, numbers, formulas and software, and the foregoing may not be copied or published without written permission of Pantone, Inc. An unauthorized claim by third parties that any referenced color or color system is the same as, or equivalent to, a color standard or color system of Pantone, Inc., may be a violation of Pantone, Inc.'s proprietary rights and is strictly prohibited. Similarly, any cross-referencing, in whole or in part, to any PANTONE Color System, including, but not limited to, the PANTONE Numbers and PANTONE Colors, by third parties may be a violation of Pantone, Inc.'s proprietary rights and is strictly prohibited.

D. Limitations

THE RULES PERTAIN TO ALL PANTONE, INC. TRADEMARKS, COPYRIGHTS AND PATENTS. IF THE RULES ARE ATTACHED TO, OR REFERENCED IN, AN AGREEMENT, THEY DO NOT REPLACE ANY ADDITIONAL REQUIREMENTS PLACED UPON YOU BY PANTONE, INC. IN SUCH AGREEMENT, NOR DO THE RULES GRANT ANY ADDITIONAL RIGHTS NOT SPECIFICALLY PROVIDED FOR IN SUCH AGREEMENT, WHICH AGREEMENT SETS FORTH THOSE PANTONE, INC. TRADEMARKS, COPYRIGHTS OR PATENTS THAT MAY BE USED BY YOU, AND THE PERMITTED SCOPE OF SUCH USE. IN THE EVENT THAT ANY PROVISION OF AN AGREEMENT BETWEEN YOU AND PANTONE, INC. CONFLICTS IN ANY RESPECT WITH ANY PROVISION OF THE RULES, THE PROVISION OF SUCH AGREEMENT SHALL CONTROL.

ADHERENCE TO THE RULES DOES NOT LIMIT THE NECESSITY TO SUBMIT MATERIALS TO PANTONE, INC. FOR WRITTEN APPROVAL PRIOR TO USE.

PANTONE, INC. RESERVES THE RIGHT TO MAKE CHANGES TO THE RULES AS IT DEEMS NECESSARY OR APPROPRIATE.

E. Inquiries

Inquiries regarding the Rules should be directed to:

Pantone, Inc.'s Trademark Department
590 Commerce Boulevard
Carlstadt, NJ 07072-3098 U.S.A.
phone: 201-935-5500 fax: 201-896-0242
E-mail: licensing&trademark@pantone.com

Pantone, Inc.'s Marking and Usage Rules
(General Trademark Rules – Distributors/Resellers)

F. PANTONE LOGO DESIGNS

PANTONE Fan Chip Logo



PANTONE Hexachrome Logo (May only be used if Licensed to use the PANTONE Hexachrome and Hexachrome Trademarks – contact Pantone, Inc.'s Licensing Department for details.)



(Logos can be displayed in either color or grayscale. Please access Pantone's Digital Asset Management System for a digital file of said logo and logo usage rules.)

We encourage the use of the licensed logos, if applicable, on all collateral materials, advertising, packaging, etc., associated with the Licensed Materials.