

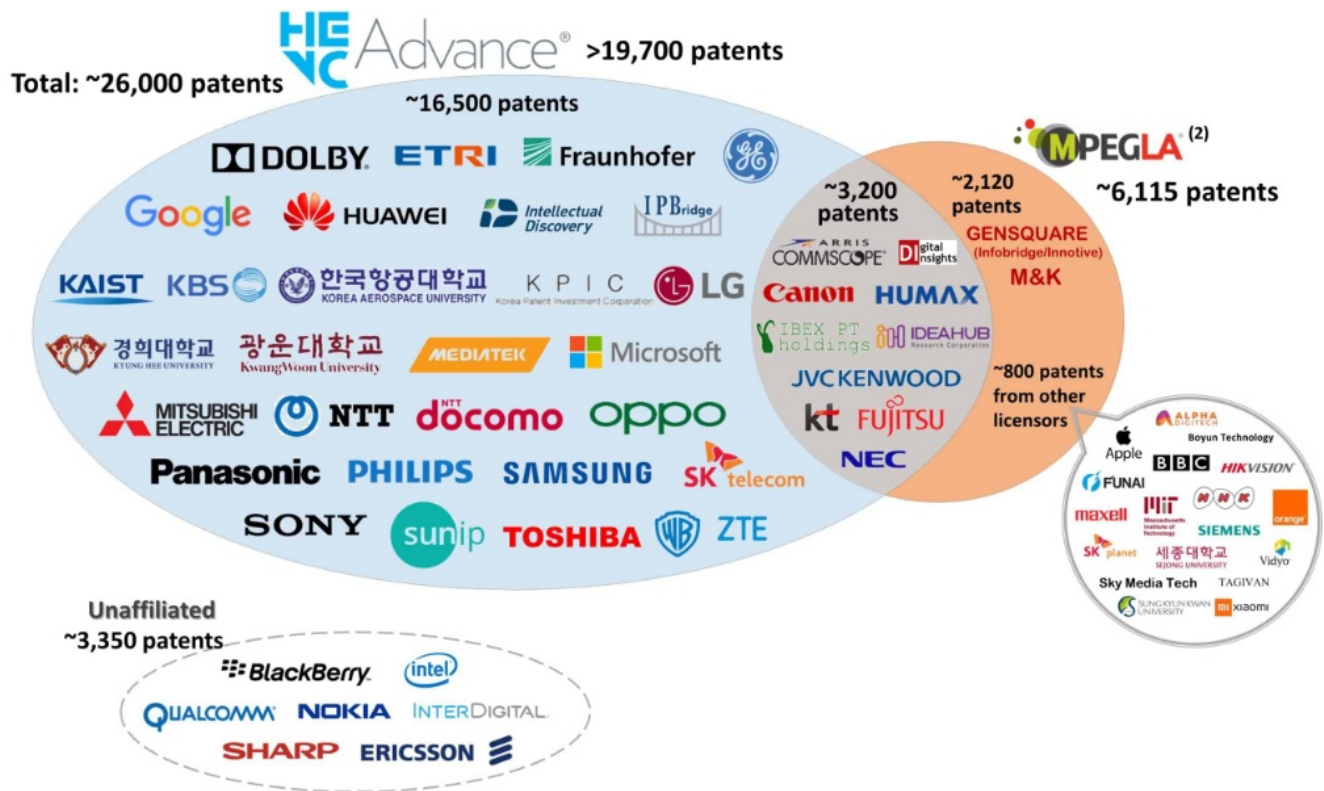


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Access Advance HEVC Advance Licensing Program



HEVC Advance Patent Pool

Patent Marking Guidelines: Obligation

- Section 2.6 of the HEVC Advance Patent Portfolio License Agreement (“PPL”) defines a Licensee’s patent marking obligations.
- These Guidelines are intended to offer examples of markings that satisfy a Licensee’s obligations.
- These Guidelines do not modify or replace the obligations in The PPL, but instead provide examples of how to meet them.
- These Guidelines may be updated from time to time, and our Licensees will be afforded a reasonable amount of time to update their patent markings.
- If you have any questions or concerns about these Guidelines, please contact us at licensing@accessadvance.com.

Patent Marking Guidelines: General

- Except as otherwise described herein, the marking

Obligation is met by marking Licensed Products as follows

- “Covered by one or more claims of the HEVC patents listed at patentlist.accessadvance.com.”
- Appearance
- The marking should be easily read without aids by the End User.
- The marking should be written in the language(s) used on the Licensed Product or its packaging. In cases where multiple
- Languages are used, and it is not practical to include the marking
- In every language, then it is acceptable to limit marking to (1) the predominant language used on the Licensed Product or its packaging, and (2) English.
- Translations of the patent marking are available upon request.

Placement

- Patent marking information should be placed on the product itself.
- If that is not reasonably feasible or practical, then it should be placed on the outside of the product packaging delivered to the
- End User in an unobscured location. Marking any associated devices, packaging, product inserts, or other accompanying Documentation may be permissible upon prior approval from Advanc.

Patent Marking Guidelines: Software

- In addition to the General Requirement, for HEVC Software, a Licensee must also display the marking during software installation, on a splash screen, or on a loading screen.
- This requirement is satisfied by displaying to an End User the following:
- “Covered by one or more claims of the HEVC patents listed at patentlist.accessadvance.com.”
- Appearance
- The marking should be easily readable without any aids by the end user.
- The marking should be written in the language(s) used on or with the
- Licensed Product. In cases where multiple languages are used and it is not practical to include the marking in every language, then it is acceptable to limit marking to (1) the predominant language used with the Licensed Product, and (2) English.
- Translations of the patent marking are available upon request.

Patent Marking Guidelines: For Trademark Licensees

Access Advance allows its HEVC Advance Trademark Licensees to combine the licensed HEVC Advance Logo with a patent marking notice. Access Advance can make the associated design files available to interested HEVC Advance Trademark Licensees (please see Program Overview for more information about Trademark Licenses). To ensure legibility of the patent marking notice, the minimum width of the combined horizontal logo and patent marking notice is 58mm, and the minimum height of the combined vertical logo is 43mm.

Patent Marking Guidelines

For Licensees of both the HEVC Advance and VVC Advance

Patent Pools, the marking obligations of both pools can be met by marking Licensed VVC+HEVC Products as follows: “Covered by one or more claims of the HEVC & VVC patents listed at patentlist.accessadvance.com.” For HEVC & VVC Advance Licensees that are also Trademark Licensees under both the HEVC Advance and VVC Advance Patent Pools, a combined HEVC+VVC Advanced Logo with a Patent marking notice is available for use.

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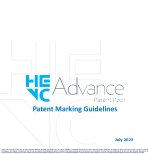
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Documents / Resources

	Access Advance HEVC Advance Licensing Program [pdf] User Guide HEVC Advance Licensing Program, HEVC, Advance Licensing Program, Licensing Program, Program
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References

- [User Manual](#)

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