



TRADEMARK USAGE GUIDE



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Overview:

1. MultiSpeak® is a federally registered trademark. The “three-boomerang” MultiSpeak design is also a federally registered trademark. Both are owned by Cooperative Energy Services (CES) and made available through a license agreement with the National Rural Electric Cooperative Association (NRECA). MultiSpeak® standards set a specification for the exchange of data among software applications commonly applied in small electric utilities, such as electric cooperatives. This specification was created by the MultiSpeak Initiative. The Initiative is a collaboration of NRECA and more than 120 software providers and consultants that serve electric utilities.
2. Only NRECA and MultiSpeak® Licensees are authorized to use the MultiSpeak® trademarks to identify their products following the rules for licensees contained in this guide.
3. Others may use the MultiSpeak® trademarks to refer to their products by following the guidelines for “fair use” contained in this guide.
4. Any proposed use of the MultiSpeak® trademarks in any way other than is addressed in this guide, whether by a licensee or anyone else, requires NRECA’s prior written consent.
5. These guidelines were developed to ensure that the MultiSpeak® trademarks are used properly and consistently. By doing so, we can communicate effectively about the MultiSpeak® Initiative and protect the trademarks from infringement.
6. These guidelines may be updated or otherwise changed from time to time and without notice. To ensure you have the most current copy of the guidelines, see the MultiSpeak® web site at www.multispeak.org.
7. Questions regarding the use of the MultiSpeak® trademarks should be referred to:

Gary McNaughton, MultiSpeak Technical Coordinator
Cornice Engineering
TEL: 928.638.4062
gmmcnaughton@corniceengineering.com

or

Bob Saint, MultiSpeak Program Manager
NRECA
TEL: 703.907.5863
Robert.saint@nreca.coop

General Rules for Trademark Use

NRECA, as the licensor of the MultiSpeak® trademarks, has established these guidelines to ensure the integrity of the MultiSpeak brand. By following the guidelines, a consistent and positive image of the MultiSpeak specification will be presented to the public. Further, the trademarks will remain distinct and serve their chief purpose of identifying a particular source of goods or services. Inconsistent or unauthorized use of the trademarks could diminish their distinctive qualities and thus jeopardize the value of the trademarks and the protection afforded by federal trademark registration. ***NRECA will take whatever actions it deems necessary to protect the MultiSpeak trademark and protect its licensees from infringement and other inappropriate uses.***

The following are some general rules to follow when using the MultiSpeak trademarks in logo format and/or in text references.

NEVER DO THE FOLLOWING:

#1 Use the MultiSpeak® trademarks as part of your company name or the name of a product or service, or in your domain name or email addresses.

DON'T: "ABC MultiSpeak Software Interface"

DO: "ABC Software Interface ... a MultiSpeak® Compliant Product."

DON'T: "XYZ/GIS MultiSpeak Solution"

DO: "XYZ GIS Solution ... is MultiSpeak®3 Interoperable."

#2 Create or use any mark that is confusingly similar to the MultiSpeak® name, design or logos.

DON'T: "MultiTalk Software"

#3 Use the MultiSpeak® trademarks in a disparaging or derogatory manner.

DON'T: "MultiSpeak-compliant products stink."

#4 Use the MultiSpeak® trademarks in any manner that implies sponsorship, endorsement or affiliation with MultiSpeak, NRECA or any MultiSpeak participant or vendor when no such relationship exists.

DON'T: "ABC Software Company is a strong supporter of the MultiSpeak® Initiative." (*when ABC is not a member of nor has never participated in the MultiSpeak Initiative.*)

DO: "ABC Software Company is a MultiSpeak® Software Developer."

**PROPER
GRAMMATICAL USE**

#1 Always refer to MultiSpeak as an adjective and not a noun or a verb.

DO: "XYZ Company participates in the MultiSpeak® Initiative."

DON'T: "XYZ Company is part of MultiSpeak®."

DON'T: "Have you MultiSpeaked that product?"

DO: "Have you tested your product for MultiSpeak compliance?"

#2 Do not use the name MultiSpeak in the plural or possessive.

DON'T: "Are you attending MultiSpeak's upcoming conference?"

DO: "Are you attending the next MultiSpeak Solutions Conference?"

#3 Do not combine the name MultiSpeak with another trademark or name.

DO: "XYZ Company is a MultiSpeak® Software Developer."

DON'T: "XYZ MultiSpeak Software Company."

**PROPER USE OF THE
MULTISPEAK® NAME**

1 The MultiSpeak name appears as one word and does not use any blank space, hyphens or other punctuation.

#2 The "M" and the "S" in MultiSpeak are always capitalized.

#3 The spelling of MultiSpeak must not vary.

#4 Do not combine the name MultiSpeak with other words.

**PROPER USE
OF TRADEMARK
NOTICE SYMBOLS**

The name, MultiSpeak[®], is a federally registered trademark of Cooperative Energy Services, a subsidiary of the National Rural Electric Cooperative Association. Therefore, the federal registration notice symbol “®” is used. This symbol must appear on *at least* the first reference of the MultiSpeak name in text, and *every* time the MultiSpeak logo is used. The ® symbol is always shown to the immediate right of name MultiSpeak. It appears in superscript when used on the MultiSpeak logo. When the MultiSpeak name is referenced in text, the ® symbol need not appear in superscript.



The MultiSpeak design is also a trademark of Cooperative Energy Services. Therefore, the federal registration notice symbol “®” is used. This symbol must appear on *at least* the first reference of the MultiSpeak design, and *every* time the MultiSpeak logo is used. The ® symbol is always shown to the immediate right of the design. It appears in superscript when used on the MultiSpeak logo.



Graphic Standards for Logos

To ensure consistency in how the MultiSpeak Logos are presented, the following graphic standards for font, color, placement, sizing, etc. must be followed. These graphic standards apply to ALL the MultiSpeak logos, unless the specific guidelines for a particular Vendor/Product logo state otherwise.

COLOR

The full-color MultiSpeak Logo must be reproduced as shown with NO variation. See color chart for specific information,



The single-color MultiSpeak Logo must be reproduced as shown with NO variation. All elements (both the mark and title) should be solid black.



Besides white, the only other color the full-color logo can appear on is solid black.

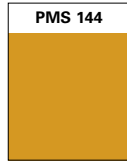


The MultiSpeak logo can be reversed out of any color that has a tonal equivalent of at least 50% gray. Please note that all elements are reproduced in solid white.

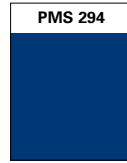


COLOR *continued*

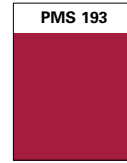
Please make sure the MultiSpeak mark is reproduced in these CMYK percentages.



C=0
M=47
Y=100
K=0



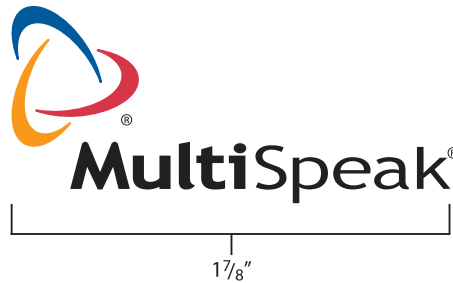
C=100
M=56
Y=0
K=18.5



C=0
M=91
Y=65
K=11.5

SIZING

To ensure that the MultiSpeak logo is clearly legible in every instance, please follow these sizing guidelines.



If the MultiSpeak logo must be reproduced smaller than 1.875" in width, please use the solid black logo. This eliminates the potential for poor screen alignment to effect the integrity of the logo.

PLACEMENT

To ensure that the MultiSpeak logo is clearly legible in every instance, please follow these placement guidelines.



Please keep ample space surrounding the logo clear of any other graphic items or text. As a general rule, the clear area should be at least the equivalent distance of the mark in the logo.

MULTIPLE LOGO PLACEMENT

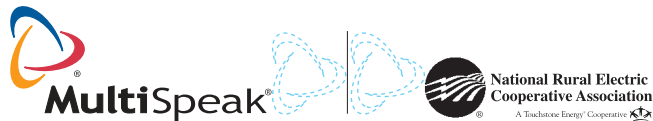
General Guidelines

The MultiSpeak logos are designed to be used in tandem with your existing company and/or product logo. Keep in mind that using a MultiSpeak logo with your existing company or product logo may not always work well, that is, it may not be visually pleasing to locate the logos next to each other, i.e. side by side, or stacked vertically. In some cases a better design solution would be to separate the two elements visually. For example, use the MultiSpeak logo at the bottom of your print ad layout rather than next to your logo at the top.

Always ensure that you have sufficient "air," or open space, surrounding a MultiSpeak logo. Crowding a MultiSpeak logo against text, other logos or another design element can diminish its impact. The space between your company or product logo and the MultiSpeak logo can be NO LESS than the width of the MultiSpeak "boomerang" mark.



Sample Ad



BLACK & WHITE USAGE

In black and white applications, the logo should always reproduce in either 100% black or 100% white.

When the background grayscale is less than 40%, the logo should appear in 100% black.

Follow these examples to ensure optimum contrast between logo and background.

0% 20% 40% 60% 80% 100%



FONT

One of the most important aspects of maintaining a brand image is through consistent font usage. The more fonts an organization uses the more confusing its brand message becomes. The name Multispeak, when used as part of the logo, is always shown in font TrebuchetMS. "Multi" appears in bold face. "speak" appears in roman face.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Trebuchet Bold

Whether in use as part of the logo or shown merely in text form, MultiSpeak is always shown as one word, with no spacing or hyphens between "Multi" and "Speak" is always capitalized.

Set character spacing to normal. This typeface should not be condensed or expanded in any way. Use uppercase and lowercase, except for abbreviations (e.g., REC) which should appear in uppercase. The logotype should be set flush left. Set leading between the lines to normal.

**LOGO FOR
PARTICIPATING VENDORS**

*For vendors still in development
of compliant products*



This logo is for use on marketing materials produced by those vendors which are officially and actively participating in the development of MultiSpeak compliant products. It can be used on specific product sheets as well as items marketing the corporation in general (such as a company's home page) rather than specific products.

This logo cannot be reproduced in any color other than solid black or white. (It can be reversed, but only out of a color which has a tonal range darker than the equivalent of 50% gray, otherwise the solid black version should be utilized.)



**LOGO FOR
COMPLIANT PRODUCTS**

*For use by vendors with products
that are MultiSpeak compliant*



When the promotion of the company as a whole rather than a specific product is required, the "Participating Vendor" logo should be utilized.

**LOGO FOR
INTEROPERABLE PRODUCTS**

*For use by vendors with products
that have passed MultiSpeak
interoperable testing*

This logo is for use on marketing materials produced by those vendors who are marketing products that have passed MultiSpeak®3 (or higher) interoperability testing. It should be used primarily on marketing materials detailing the interface between specific products, such as sell sheets, web pages detailing the interoperable product(s), advertisements and product packaging



When the promotion of the company as a whole rather than a specific product is required, an appropriate Vendor Logo should be utilized.

**LOGO FOR
SOFTWARE DEVELOPERS**

*For use by a vendors selling
products that have been tested
compliant with the current
version of MultiSpeak*

This logo is for use on marketing materials produced by those vendors which (1) are officially and actively participating in the MultiSpeak initiative and (2) sell at least one product that has passed compliance testing on the current version of the MultiSpeak specification. It can be used on specific product sheets as well as items marketing the corporation in general (such as a company's home page).



**LOGO FOR
INTEGRATORS**

*For use by vendors that are
trained in the use of MultiSpeak*

NRECA offers a MultiSpeak® Integrator training class. A person who has attended this class (for a version of the MultiSpeak specification that NRECA determines is current), will receive a certificate of training from NRECA.

Either an electric utility, or company providing services to electric utilities, that is a member in good standing of the MultiSpeak Initiative and employs at least one person who has received the MultiSpeak training certificate, may use the MultiSpeak Integrator Logo.



To download high, medium & low resolution MultiSpeak logos, go to the MultiSpeak web site at www.multispeak.org. Click on the "Resources" link, then the "Multispeak Trademark Usage Guidelines" link.

PRINT ADS, BROCHURES & OTHER PROMOTIONAL MATERIALS

Keep your company name/logo or the product name/logo as the dominant identifier in the ad, in the brochure of the promotional piece.

Ideally, the MultiSpeak Vendor Logo (MultiSpeak Participating Vendor, MultiSpeak Software Developer, MultiSpeak Integrator) or Product Logo (Compliant Product, general or version specific, or Interoperable Product) will appear at the bottom of a print ad, and may be placed centered, left or right aligned.

You should follow the guidelines for multiple logo placement ensuring that sufficient space is provided so that each logo is distinct. Each logo must also be appropriately sized: the MultiSpeak logo should not appear larger than your company or product logo and should be clearly legible.



CompTask

**Wonlim hejao thu nalom!
Hoak thao:**

Thalot heloame lodljauf farll anjfoe aldijlj bkatoof ljd jtahf afijeoe joar lufortjakkajtan flatjon vulf joaafclam maldf ak trueojrfl alayciouea aoltjdsja mvlertjalotpoa fajfajtojina lafklfl. Afafll lafl kajfoeruj lgrjfl geruqvn, omjdfafor wacmlejr aljroancro mvlajrt mrerofrl lrjomvml rrljgla oerkremflewl mc.damllrm v werl valrt lkflmamfdmrl vf.mgre. Fasmfglrj nbfglylem bv.fmas. Guktl mbro tkpmbe smgbm. Gasft wyteruqwr atuprrrq altrpjaf; atorgf; ratprvwfk ljvrgawojf.

Puyitan & Deitu
Southeastern Oeifa
Caurtn Eeaori
Hfoaif Sfaif
Cafkop Mafpojlm

Prurajfso Capil Suorotus
Paouto Saip
Doorula loajfl Sauiklpa
Detywa Ulafu

MultiSpeak
PARTICIPATING VENDOR

Sample Product List

Remember: you may only use a Product Logo when the item is featuring a product that has been certified as compliant with or having passed interoperability testing for the MultiSpeak specification. Therefore, if an ad, brochure panel, or page in a promotional piece is describing your company, or multiple products (some of which have not been certified as compliant with or having passed interoperability testing for the MultiSpeak specification), use the appropriate Vendor Logo.

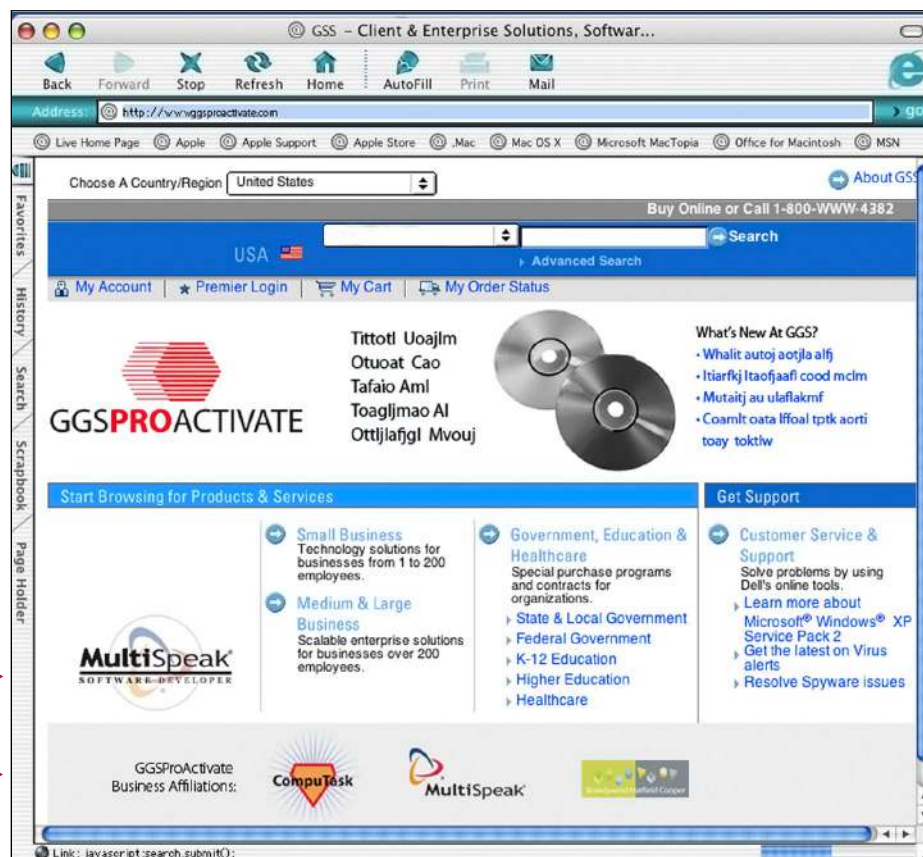
WEB PAGES

It is inappropriate to use a MultiSpeak Product Logo on your home page, or on any web page that also identifies products which are not certified as MultiSpeak compliant or having passed MultiSpeak interoperability testing.

A web page that only describes a compliant or interoperable product may use a MultiSpeak Product Logo.

Options for placement of the MultiSpeak Vendor or Product Logo signature on a standard web page include:

- Right or left aligned, beneath your company or product logo.
- Adjacent, as a bookend, to your company or product logo on the top or bottom of the page. **(A)**
- In banner or other grouping of logos showing your company's affiliation with other organizations, you should use the basic MultiSpeak Logo. Keep the size sufficient to be clearly legible and make the MultiSpeak Logo the same size as the other logos. **(B)**



Sample web page showing MultiSpeak logo used in business's (GSS) capacity (a software developer for MultiSpeak) and GSS's business affiliations, including MultiSpeak.

WEB PAGES
continued

- In a banner or other grouping of logos showing your product's capabilities or functionality, you should use a MultiSpeak Product Logo. Be sure to keep the size equal to the other logos and ensure that the size is sufficient to be clearly legible.
- In a banner or other grouping of logos showing your company's capabilities, you should use the appropriate MultiSpeak Vendor Logo. Keep the size equal to other logos and ensure that the size is sufficient to be clearly legible.

Only the basic MultiSpeak Logo should be used to create a hyperlink to the www.multispeak.org site.

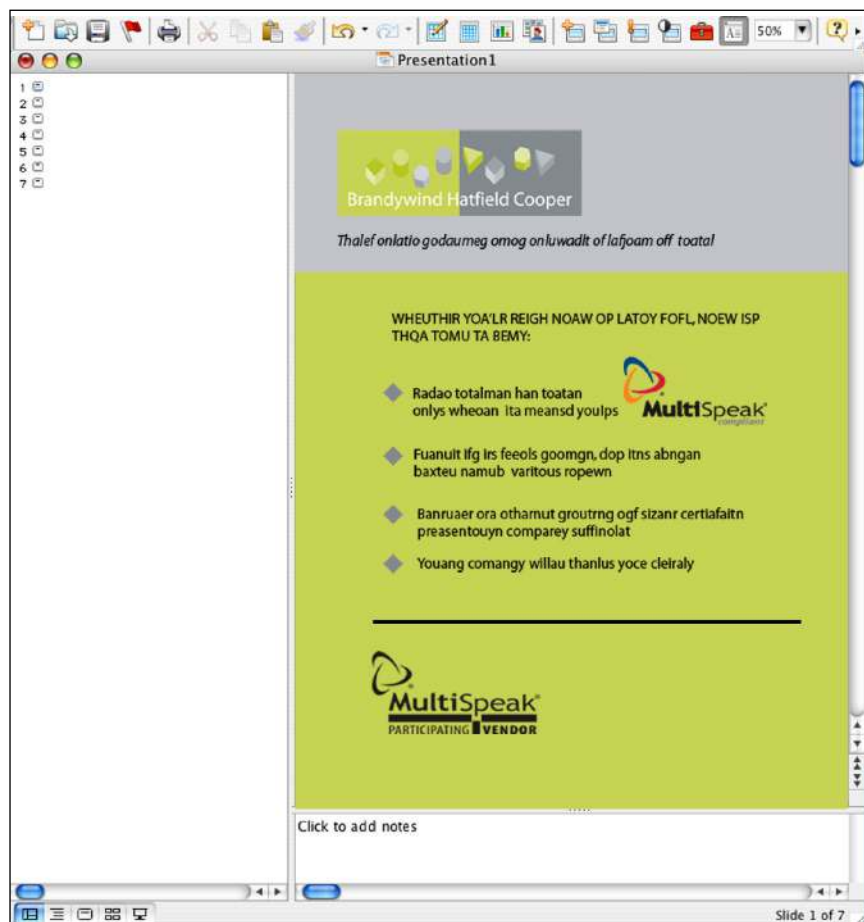
PRESENTATIONS

Your company name with your logo and any product name or logo should clearly be identified in a prominent location in the presentation (such as on the title page, in headings, in the design template, etc.). A MultiSpeak Product Logo should NOT be used on a presentation slide that is describing your company as a whole, or that describes or lists products that have not been certified as MultiSpeak compliant or passed MultiSpeak Interoperability testing. For such slides, use the appropriate MultiSpeak Vendor Logo.

A presentation slide that only describes a compliant or interoperable product may use a MultiSpeak Product Logo.

Options for placement of the MultiSpeak Vendor or Product Logo on a presentation slide include:

- Right or left aligned, beneath your company or product logo.
- Adjacent, as a bookend, to your company or product logo on the top or bottom of the slide.



Sample slide presentation

PRESENTATIONS
continued

- In a banner or other grouping of logos showing your company's affiliation with other organizations, you should use the basic MultiSpeak Logo. Keep the size sufficient to be clearly legible and make the MultiSpeak Logo the same size as the other logos.
- In a banner or other grouping of logos showing your product's capabilities, you should use the MultiSpeak Product Logo. Keep the size equal to other logos and ensure the size is sufficient to be clearly legible.
- In a banner or other group of logos showing your company's capabilities, you should use the appropriate MultiSpeak Vendor Logo. Keep the size equal to the other logos and ensure that the size is sufficient to be clearly legible

Use by MultiSpeak® Licensees

Generally, the MultiSpeak® Trademark License Agreement contemplates that Licensees will use the appropriate MultiSpeak trademarks to identify themselves and/or their products in advertising (print or broadcast), product packaging, promotional merchandise, on promotional materials (such as press releases, product announcements, etc.) on web sites and other electronic or print media.

There are several MultiSpeak logos. There is the basic MultiSpeak logo and there are also Vendor/Product Logos that may be used to identify developers and vendors or specific products, as appropriate.

BASIC RULES FOR SELECTING THE PROPER VENDOR/PRODUCT LOGO

If you are referring to your company, then use the correct Vendor Logo:

- If MultiSpeak compliance or interoperability has NOT yet been certified for any product – use the Participating Vendor Logo.
- If MultiSpeak compliance or interoperability HAS been certified for at least one of your company's products – use the Software Developer Logo.
- In some cases, it may be appropriate to use more than one of these logos, such as when you have a compliant or interoperable product AND have an employee who has received the MultiSpeak Integrator training certificate. You may choose whether to use one or both logos.

If you are referring solely to one or more compliant or interoperable products, then use a Product Logo:

- Compliant (general)
- Compliant (version specific)
- Interoperable (version specific)

It is incorrect and misleading to use a Compliant Product Logo or Interoperable Product Logo in any application that is referring to your company as a whole or which also shows non-compliant or non-interoperable products.

Thus, you may not use a Product Logo where it is your entire company (rather for just specific products or services) that is being described – or – where products OTHER THAN just MultiSpeak certified products are listed or described, such as a on your web site's home page, a company brochure, in company advertising or promotional materials, in a presentation, etc.

If a single web page, a brochure panel, single ad, presentation slide, etc. is referring ONLY to one or more compliant or interoperable products, then it IS APPROPRIATE to use a Product Logo.

PROPER USE OF THE APPROPRIATE VENDOR/PRODUCT LOGO

#1 Do not invent new logos. The only approved Vendor/Product Logos are: Logo for Participating Vendors, Logo for Software Developers, Logo for Compliant Product (general), Logo for Compliant Product (version specific), and Logo for Interoperable Product (version specific).

#2 Only use the Vendor/Product Logo or Logos that are appropriate to your organization and/or its products. Only products receiving the certification may use a Compliant/ Interoperable Product Logo.

DO: Use the Logo for Participating Vendors if your company is a participating vendor.

DO: Use the Logo for Software Developers if your company is a participating vendor and has passed MultiSpeak® Version 2.2 compliance testing on at least one product.

DON'T: Use a Logo for Compliant/Interoperable Product with a product that has not been certified by an approved testing organization as meeting the MultiSpeak® specification, even if the product is currently being tested for compliance or interoperability.

DON'T: Use a Compliant/Interoperable Product Logo in reference to a vendor or company. The Logos for Compliant and Interoperable Products should only be used to refer to products, and only to specific products that have been certified by an approved testing organization for MultiSpeak compliance or interoperability.

MULTISPEAK PARTICIPATING VENDOR

■ A MultiSpeak Participating Vendor is a company that is a member of the MultiSpeak Initiative and is actively participating in the development of compliant or interoperable products.



■ This logo identifies vendors that may or may not offer MultiSpeak® compliant or interoperable products.

- Therefore, this logo is the appropriate logo for use by vendors who are still in development of compliant or interoperable products.
- This logo appears in solid black on a white background. It is permissible to reverse the black and white, but only out of a color which has a tonal range darker than the equivalent of 50% gray. Otherwise, the solid black logo must be utilized.



**MULTISPEAK
SOFTWARE DEVELOPER**

- A MultiSpeak Software Developer is a company that is a member of the MultiSpeak Initiative and provides software products that have tested compliant with the MultiSpeak® (Version 2.2) specification or interoperable with the MultiSpeak®3 (or higher) specification.



- This logo may only be used to identify a software developer with a compliant or interoperable product or products.
- The text "MultiSpeak Software Developer" appears over a 50% screened image of the MultiSpeak design surrounded by a circle.

**LOGO FOR
COMPLIANT PRODUCTS**

- The Logo for Compliant Products (general) may only be used in connection with the sale or advertising of a product that that has been certified by an independent testing organization as complying with what NRECA determines is a current version of the MultiSpeak specification.



- This logo does not specify compliance with a specific version of the MultiSpeak specification.

LOGO FOR COMPLIANT PRODUCTS (Version Specific)

- The Logo for Compliant Products version-specific (Version 2.2) may only be used in connection with the sale or advertising of a product that has been certified by an independent testing organization as complying with the specified version of the MultiSpeak specification.

**LOGO FOR INTEROPERABLE PRODUCTS (Version Specific)**

- The Logo for Interoperable Products version specific (currently Version 3 and Version 4) may only be used in connection with the sale or advertising of a product that has been certified by an independent testing organization as having passed MultiSpeak interoperability testing for the particular version.

**MULTISPEAK INTEGRATOR**

- NRECA offers a MultiSpeak[®] Integrator training class. A person who has attended this class (for a version of the MultiSpeak specification that NRECA determines is current), will receive a certificate of training from NRECA.
- Either an electric utility, or company providing services to electric utilities, that is a member in good standing of the MultiSpeak Initiative and employs at least one person who has received the MultiSpeak Integrator Logo.



MULTISPEAK LOGO

The basic MultiSpeak logo should only be used when referring to the MultiSpeak Initiative. Otherwise, please select the appropriate MultiSpeak Vendor or Product Logo.



TEXT REFERENCES TO MULTISPEAK®

The following is guidance on how to refer to MultiSpeak in advertising, product packaging, promotional merchandise or materials, on web sites or in other electronic or print media.

■ Text references regarding participation.

#1 If your company is a member of the MultiSpeak Initiative:

DO: "ABC Software Interface is a MultiSpeak® Participating Vendor."

#2 If your company is a member of the MultiSpeak Initiative and provides software products that have tested compliant with the MultiSpeak Version 2.2 specification or passed interoperability testing for the MultiSpeak Version 3 (or higher) specification:

DO: "ABC Software Interface is a MultiSpeak® Software Developer."

■ Text references regarding compliance or interoperability. If your product HAS passed compliance or interoperability testing:

DO: "ABC Software Interface is a MultiSpeak®3 Interoperable product."

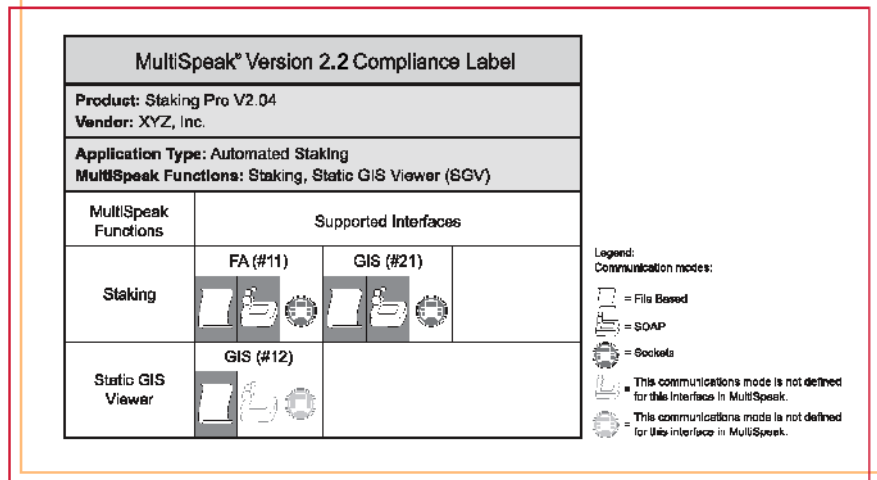
DO: "ABC Software Interface is designed to work with MultiSpeak®."

SPECIFIC TYPES OF USES

- **Use of compliance labels.** Compliance labels have been developed for each product that has passed compliance testing for Version 2.2 interfaces. Compliant products should bear the appropriate compliance label on the product packaging. The label includes the name of the product, the name of the vendor, the type of application, and the MultiSpeak functions and supported interfaces. **Labels may only be affixed to products that have been tested and certified compliant with a specific version of the MultiSpeak specification by an independent testing organization.**

SPECIFIC TYPES OF USES
continued

- **Use of trademarks in print advertising and promotional materials.** Pursuant to the license agreement, any advertising you develop that uses the MultiSpeak trademarks must be truthful and not misleading.



Sample MultiSpeak Compliance Label

- #1 **You may not make false claims of MultiSpeak certification.** Compliance or interoperability is not demonstrated until the product has been tested and certified by an independent testing organization that it meets the MultiSpeak specification.
- #2 **Space permitting, your advertising or product packaging should contain the current copy of the compliance label for any particular product you are claiming is MultiSpeak compliant.**
- #3 **If space does not permit your advertising to contain the compliance label, then your advertisement should conspicuously state that a copy of your compliance label is available from www.multispeak.org.**
- #4 **Space permitting, your advertising or product packaging may contain the current copy of the products and interfaces table from your assertion statement in any advertising or product packaging in which you are claiming a particular product has passed MultiSpeak interoperability testing. Alternatively, your advertising may state that a copy of your assertion statement is available from www.multispeak.org.**

MultiSpeak Version 3.0 Interoperability Assertion						
Statement of Interoperable Functionality Between:						
Vendor(s)	Product	Product Version	Role	Batch Interface	Web Client Interfaces	Web Server Interfaces
XYZ Corporation	EA Pro	2.2	EA	GIS↔EA	GIS→EA	EA→GIS
ABC, Inc.	GIS Master	4.6	GIS	GIS↔EA	EA→GIS	GIS→EA

Sample Products & Interfaces Table

■ **Use of MultiSpeak logos on web sites.**

It is appropriate to use the MultiSpeak logos on web sites for the purposes of company identification and product promotion. The specifications noted in these guidelines regarding color, font, sizing, placement and clear space should be observed.

It is NOT appropriate to use the MultiSpeak logos on web sites in the following ways:

1. As a navigation button.
2. As a hotlink, except to link to the www.multispeak.org web site.
3. With static effects or highlight “glows.”
4. With animation, i.e. no moving components such as rotating, flashing, fade in/out, etc.
5. As a watermark or screen background.
6. To create a frame or the appearance of a framed document.

■ **Use of MultiSpeak logos in presentations.**

It is appropriate to use the MultiSpeak logos in your presentations for the purposes of company identification and product promotion.

1. When using a MultiSpeak logo, the specifications noted in these guidelines regarding color, font, sizing, placement and clear space should be observed.
2. Clearly identify your company by name with your logo and any product name or logo in a prominent location in the presentation (such as on the title page, in headings, in the design template, etc.).

■ **Use of MultiSpeak logos in print or electronic publications.**

It is appropriate to use the MultiSpeak logos in publications (e.g. client newsletters, seminar materials, articles, etc.) for the purposes of company and product identification.

1. When using a MultiSpeak logo, the specifications noted in these guidelines regarding color, font, sizing, placement and clear space should be observed to the extent possible.
2. The publisher’s name and logo (and/or relevant company or product name and logo) should be prominently displayed (such as on the masthead, title block, cover, spine, title page, email subject line, etc.) to clearly identify that this is NOT a MultiSpeak publication produced by or for NRECA.

**SPECIAL USES IN
ELECTRONIC & PRINT MEDIA**
*continued***Special claims regarding data model compatibility.**

Companies providing core technologies — such as a core GIS — upon which MultiSpeak® compliant or interoperable solutions may be built, but which technologies cannot themselves be MultiSpeak® compliant or interoperable, may still make appropriate claims regarding compatibility. For example, “ABC Technology uses a MultiSpeak® compatible data model” would be appropriate when the data model has been tested for compatibility and passed. (The test for compatibility includes all data objects and fields necessary to support all required fields for all interfaces defined in the MultiSpeak® specification that can be applied to the core technology.)

Other than such core technologies that undergo and pass the objective testing, you may not make claims regarding compatibility.

For more information about data model compatibility testing, please contact Gary McNaughton of Cornice Engineering at at 928.963.4062 or gmcnaughton@corniceengineering.com.

Fair Use by Non-Licensees

Except as provided below, the MultiSpeak® trademarks may not be used by any company other than a company that has signed a trademark license agreement with NRECA, and then, only in accordance with the provisions of the license agreement. Unauthorized use may constitute trademark infringement and/or violate unfair competition laws. ***NRECA will take whatever actions it deems necessary to protect the MultiSpeak trademarks and protect its licensees from infringement and other inappropriate uses.***

Generally, it is appropriate to use the MultiSpeak name when it is necessary to identify MultiSpeak® in your materials, on web sites, etc.

GENERAL RULES FOR FAIR USE

ALWAYS:

- Ensure that your use of the MultiSpeak name is favorable, and does not disparage the MultiSpeak Initiative or individual participating vendors or their products.
- Include the following trademark attribution notice to properly credit NRECA with ownership of the MultiSpeak trademarks: “The MultiSpeak name and logos are registered trademarks of the Cooperative Energy Services, a subsidiary of the National Rural Electric Cooperative Association.”
- Follow the *General Rules for Trademark Use* regarding proper grammatical use, proper use of the name, and proper use of trademark notice symbols.

NEVER:

- Use MultiSpeak as part of or in connection with your company name, product name, domain name or email addresses. To do so may confuse or mislead the public regarding your connection to the MultiSpeak Initiative or specification.
 - DON'T:** “ABC MultiSpeak Software Company”
 - DON'T:** “www.xyzgismultispeak.com”
- Create or use any mark that is confusingly similar to the MultiSpeak name or logos.



MultiFarious Design

- Attempt to register or otherwise apply for any trademark or domain name that incorporates the name MultiSpeak® or the MultiSpeak® design.

**GENERAL RULES
FOR FAIR USE***continued***FAIR DESCRIPTIVE USE IN
COMPARATIVE AND
COMPATIBILITY ADVERTISING****FAIR DESCRIPTIVE
USE ON PRODUCTS****FAIR DESCRIPTIVE USE
IN PUBLICATIONS
OR PRESENTATIONS**

“Fair use” of the MultiSpeak name, but not the logos, may be made for the following types of uses:

- in comparative advertising
- on products
- in publications or presentations
- on a web site

You MAY refer to the MultiSpeak® specification to make legitimate comparative statements about your company’s products and MultiSpeak® compliant or interoperable products.

- “What MultiSpeak® does for back-office software applications for utilities, the ABC Software Solution does for customer-service applications: it creates a common interface so that data from your contact management software can be shared with your help desk/customer support software.”

You MAY NOT refer to your company’s products as:

- “Just as good as MultiSpeak® Interoperable products.”
- “Designed to work with MultiSpeak®.”
- “Developed with MultiSpeak® in mind.”
- Or use similar phrases which may cause confusion about whether or not your company’s products have been tested and passed MultiSpeak® compliance or interoperable testing.

- The MultiSpeak name MAY NOT be used in any manner that is misleading or likely to cause confusion regarding the status of your product’s certification to the MultiSpeak specification.

DON’T: “ABC Interface is designed to be MultiSpeak® interoperable.”

DO: “ABC Interface is currently being tested for interoperability to the MultiSpeak®3 specification.”

- Use of MultiSpeak name only is permitted, following these guidelines.
- A disclaimer, such as the following, should be clearly and prominently displayed:

“The MultiSpeak® name is a registered trademark of Cooperative Energy Services, a subsidiary of the National Rural Electric Cooperative Association. Mention of MultiSpeak in this (publication/presentation) is not meant in any way to convey affiliation, endorsement or sponsorship by CES, NRECA or any participant in the MultiSpeak Initiative nor compliance or interoperability of our (product/products) with the MultiSpeak Specification.”

FAIR DESCRIPTIVE USE IN WEB SITES

- You may not use the MultiSpeak® name in web sites and domain names in any manner that is misleading or likely cause confusion as to whether the web site is sponsored or endorsed by or affiliated with the MultiSpeak Initiative.
- You may not register, or attempt to register, an Internet domain name containing the MultiSpeak name.
- If you reference MultiSpeak on a web page, you must include the following acknowledgement (via a prominently displayed hotlink is acceptable):

“The MultiSpeak® name and logos are registered trademarks of the Cooperative Energy Services, a subsidiary of the National Rural Electric Cooperative Association. Mention of MultiSpeak on this site is not meant in any way to convey affiliation, endorsement or sponsorship by CES, NRECA or any participant in the MultiSpeak Initiative.”

HOW CAN I GET A TRADEMARK LICENSE?

Executing a Trademark License Agreement with NRECA will give you permission to do certain things that you would otherwise not be able to do. Your company will be able to use MultiSpeak trademarks that match your situation. For example, if your company is a participant in the MultiSpeak Initiative, then you may use the MultiSpeak® Participating Vendor Logo, or if your company is a member of the Initiative and you provide software products that have tested compliant with the MultiSpeak® Version 2.2 specification or interoperable with the MultiSpeak® 3 (or higher) specification, then you may use the MultiSpeak® Software Developer Logo.

To access the Membership Agreement and Trademark License Agreement, go to the MultiSpeak web site (multispeak.org). Click on “Resources,” then “Download” and scroll down to the agreements.

To contact us for further information, please email Bob Saint at robert.saint@nreca.coop.

Contacts

Questions regarding these guidelines or the use of the MultiSpeak® trademarks should be referred to:

Gary McNaughton

MultiSpeak Technical Coordinator,
Cornice Engineering
Tel: : 928-638-4062
gmmcnaughton@corniceengineering.com

To request NRECA's prior written consent to a proposed use of the MultiSpeak® trademarks in any way other than is addressed in this guide, please contact:

Robert Saint

MultiSpeak Program Manager
NRECA
Tel: 703-907-5863
Fax: 703-907-5518
robert.saint@nreca.coop

To report suspected infringement or other inappropriate uses of the MultiSpeak® trademarks, please contact Gary McNaughton or Bob Saint with as much of the following information as possible:

- Description of the alleged inappropriate use (ex. Untrue or misleading claim regarding MultiSpeak® compliance or interoperability in an advertisement)
- Copy of the inappropriate use (or hotlink if viewed on the web)
- Where seen/heard (ex. On a web site, in an ad)
- Date when seen/heard
- Identification of the company or person making the alleged inappropriate use, including mailing address, web site address, contact name, telephone number, fax number, and email address.