

**ACTIVANT SOLUTIONS INC.  
Trademark Guidelines**

These Trademark Guidelines provide a guideline for the proper use of Activant’s trademarks, and are provided in addition to Activant’s Style Guide.

Activant counts among its most valuable assets its trademarks and the goodwill they represent. Protection of these marks is a priority for Activant. These guidelines have been developed to answer common questions about proper use of Activant trademarks. Please follow these guidelines carefully. They are designed to ensure proper legal use of Activant trademarks and to prevent customer confusion that can result from improper or illegal usage.

<i><b>Rule</b></i>	<i><b>Use</b></i>	<i><b>Explanation</b></i>
When used in print trademarks must always be distinguished from other words.	<p><b>Incorrect:</b> “The activant software includes over 200 new features.”</p> <p><b>Correct:</b> “The Activant® software includes over 200 new features.”</p>	Use capitalization and a proper trademark designation (the first prominent time the trademark is used in materials). Please refer to <a href="http://www.activant.com">www.activant.com</a> for the list of Activant’s trademarks. Registered trademarks are identified with an “®”.
Trademarks must always be used as an adjective accompanied by the common word identifying the product.	<p><b>Incorrect:</b> “Eagle is a business management solution.”</p> <p><b>Correct:</b> “The Eagle® software is a business management solution.”</p>	If a trademark is used as a noun, it runs the risk of becoming an unprotectable (generic) product name.
Always use the singular form.	<p><b>Incorrect:</b> “Activant Falcons deliver more performance”</p> <p><b>Correct:</b> “The Activant Falcon® product delivers more performance”</p>	
Never use trademarks possessively.	<p><b>Incorrect:</b> “You’ll appreciate LaserCat’s ease of use”</p> <p><b>Correct:</b> “You’ll appreciate the ease of use of LaserCat® software”</p>	

<b>Rule</b>	<b>Use</b>	<b>Explanation</b>
Trademarks should never be used as a verb or in a contractual form.	<p><b>Incorrect:</b> “ACONNEX transacts with your suppliers.”</p> <p><b>Correct:</b> “Use the ACONNEX® service for conducting transactions with your suppliers.”</p>	
Presentation of trademarks must always be consistent.	<p><b>Incorrect:</b> “EPART-EXPERT”</p> <p><b>Correct:</b> “EPARTEXPERT®”</p>	Spell the trademark as one word and never hyphenate or split on separate lines of copy.
Trademarks should indicate the source of the product.	<p><b>Correct:</b> “Activant® is a registered trademark of Activant Solutions Inc.”</p>	Place an asterisk (*) after the trademark or identify the trademark with a <sup>TM</sup> or ®, as appropriate, in advertising, publications or marketing materials and refer the reader to a footnote which states that the trademark is owned by Activant Solutions Inc.
Trademarks must not be used in combination with other trademarks.	<p><b>Incorrect:</b> “Activant Dell products”</p> <p><b>Correct:</b> “Activant® software operates with Dell® computers”</p>	
Trademarks must not be applied on any product without express written permission of Activant Solutions Inc. and in no case on any product other than genuine Activant products	<p><b>Incorrect:</b> Applying the Activant trademark on third party software products without authority, even if packaged with Activant products.</p>	