

## Third-party Product Names

For all third-party products, use the trademarking symbols (®, ©, ™) on **first reference** only. Subsequent references don't require them.

### Adobe®

Adobe® After Effects®  
Adobe® Encore™ DVD  
Adobe® Premiere® Pro  
Adobe® Photoshop®

### AMD

#### AMD Athlon™

The following guidelines address the correct treatment of AMD's "AMD Athlon" trademark and associated logos in advertising, technical, collateral, and other printed or visual material for the AMD Athlon processor.

Do not combine or incorporate the AMD trademarks as part of any other trademark and do not use the AMD trademarks as part of any trade name or in a manner that suggests that they are another company's trademarks, company name, service name, brand name, model name, or system designation.

"RES-300 system with an AMD Athlon™ processor..."

**AMD's trademark is "AMD Athlon." The "AMD Athlon" trademark is one term, with a space between "AMD" and "Athlon." The "AMD Athlon" trademark should not be used in an abbreviated form.**

"AMD Athlon™ processor"  
"Athlon processor"

**Do not follow a trademark with a hyphen.**  
"AMD Athlon™ processor-based systems..."

**Do not use a trademark in a plural or possessive form.**  
"The AMD Athlon™ processor's high-performance design..."

**Do not split a trademark from the end of one line to the beginning of the next.**  
"AMD designed the new AMD Athlon™ processor to set a new standard in the..."

**In the title, in the first occurrence in text, and in other prominent instances, (i.e., in bold, in header or footer), always follow the "AMD Athlon" mark with a superscripted ™.**

"The AMD Athlon™ processor sets a new performance standard..."  
"The 1000MHz AMD Athlon™ processor sets a new performance standard..."

**Follow the mark "AMD Athlon" with an appropriate generic term such as "processor," "device," etc.**

"The AMD Athlon™ processor..."

**In each publication that uses the "AMD Athlon" trademark, provide a trademark attribution notice that includes all AMD trademarks used in that publication, material, or item.**

For example: AMD, the AMD logo, AMD Athlon and combinations thereof are trademarks of Advanced Micro Devices, Inc.

**When a speed designation is used in connection with the "AMD Athlon" mark, the following format should be used:**

"The 1000MHz AMD Athlon™ processor delivers next generation features..."

#### AMD Athlon™ XP

"AMD Athlon™ XP processor"  
"AMD Athlon™ XP processor with QuantiSpeed™ architecture"  
"AMD Athlon™ XP processor 1800+ with QuantiSpeed™ architecture"  
"AMD Athlon™ XP processor 1800+"

#### AMD Athlon™ MP

"AMD Athlon™ MP processor"  
"AMD Athlon™ MP processor 1800+"

AMD Duron™ processor  
AMD Opteron™ processor  
AMD Sempron™ processor

### Apple®

iLife®  
iMovie®  
Final Cut®  
Final Cut Pro®  
FireWire®  
QuickTime®

## **Autodesk® (formerly Discreet)**

3D Studio®  
3D Studio MAX®  
3ds Max®  
Cleaner®

## **Avid®**

Avid Liquid™  
Avid Mojo®  
Avid Unity™  
Avid Xpress®  
Pinnacle Studio™  
Pinnacle Systems™

## **Boris FX**

Boris FX  
Boris Graffiti  
Media 100  
Media 100 HD

## **Intel®**

Celeron®  
Celeron® D  
Celeron® M  
Intel® Centrino®  
Pentium® III  
Pentium® III Xeon®  
Pentium® 4  
Pentium® D  
Pentium® M

## **Matrox**

Matrox Axio™  
Matrox Flex 3D™  
Matrox RT.X10™  
Matrox RT.X10 HW™  
Matrox RT.X100™  
Matrox RT.X100 Xtreme Pro™  
RT2500  
RT2000

## **Microsoft®**

Windows® 95  
Windows® 98  
Windows® 98SE  
Windows® ME  
Windows NT® 4.0  
Windows® 2000  
Windows® XP Home  
Windows® XP Professional

If a system requirement supports multiple versions of Windows, it must read:

**Windows 98SE, Windows 2000,  
Windows XP Home, Windows XP Professional**

Do not simply say **Windows 98SE, 2000, XP Home, XP Professional** as this violates Microsoft's trademark guidelines.

## **Other Microsoft products:**

Windows Media® Technologies  
Windows Media® Player  
Windows Media® Video  
Windows Media® Audio  
Microsoft® DirectShow®  
Microsoft® DV  
DirectX®

## **NewTek**

LightWave 3D®

## **NVIDIA®**

NVIDIA®

## **Panasonic**

DVCPRO® 50  
DVCPRO® HD  
DVCPRO® P2  
VariCam®

## **RealNetworks®**

Helix™  
Real®  
RealAudio®  
RealPlayer®  
RealProducer®  
RealVideo®  
SureStream™

## **Sony**

XDCAM®

## **Sony Media Software**

ACID®  
ACIDized®  
ACIDizer™  
CD Architect™  
DVD Architect™  
Noise Reduction™  
Screenblast®  
Sound Forge®  
Vegas®

## **Ulead®**

DVD Workshop™  
MediaStudio®  
MediaStudio® Pro  
VideoStudio®  
Ulead DVD MovieFactory™