



Guidelines for third Parties who use Svend B Sorensen trademarks

Svend B Sorensen counts among his most valuable assets his trademarks and the goodwill they represent. Protection of these marks is a priority for Svend B Sorensen. These guidelines have been developed for third Parties to answer common questions about proper use of Svend B Sorensen trademarks. Thank you for your co-operation.

Introduction

Please follow these guidelines carefully. They are designed to ensure proper legal usage of Svend B Sorensen trademarks, and to prevent confusion that can result from improper or illegal usage.

These guidelines will help you identify the correct form for Svend B Sorensen trademarks, the proper method of marking using the symbols ® and ™, and the appropriate attribution statement to accompany use of Svend B Sorensen trademarks by third Parties.

Identifying the proper trademark form

Never vary the spelling, add or delete hyphens, make one word two, or use a possessive or plural form of the trademark. Svend B Sorensen trademarks must always be used as adjectives followed by a generic term (such as “image”) and never as nouns or verbs.

Marking with ® or ™

When using a Svend B Sorensen trademark on any materials that will be distributed or presented to the public, use the registered trademark symbol ® on the most prominent (or if none is prominent the first) appearance of the registered trademark ColorCode 3-D®. For any Svend B Sorensen trademark that is not registered, the ™ symbol should be used instead. Once marked, it is not normally necessary to mark subsequent appearances of the trademark in the piece. Examples appear below:

3D Calculator™
3D VarioViewer™
3D ViewingPanel™
A3D™ / A3D 45™ / A3D 60™ / A3D Glasses™ / A3D Viewer™
AcuiCam™
Acuihance™
ColorCode 3-D®
EndoStereo™
ExoStereo™
MesoStereo™
SBS 3D LAB™
XDR-ALC™

Every appearance of the Svend B Sorensen logos and product names should always appear with the appropriate ® or ™ symbol, and may be used only with written permission from Svend B Sorensen - unauthorised use is strictly prohibited.

Attribution statement

Please include an attribution statement (which may appear in small, but still legible, print) when using any Svend B Sorensen trademarks. The statement should read:

(List of Svend B Sorensen trademarks used, whether registered or not, beginning with “the Svend B Sorensen logo”, if used, followed by any other trademarks in alphabetical order) are trademarks of Svend B Sorensen, SBS 3D LAB, Denmark. An example appears below:

The Svend B Sorensen logo, 3D Calculator and 3D VarioViewer are trademarks of Svend B Sorensen, SBS 3D LAB, Denmark.

Use of logos

The Svend B Sorensen logos may be used only if you have obtained a prior written permission from Svend B Sorensen and your use complies with the terms and conditions of the permission. Under no circumstances may you modify, distort, or add to the Svend B Sorensen logos.

Examples appear below:



SBS 3D LAB™



A3D™



A3D 45™



A3D 60™



AcuiCam™



XDR-ALC™

How to obtain additional information

Please contact

Svend B Sorensen
SBS 3D LAB
Denmark
eMail sbs.3d@me.com

These guidelines are not intended to be a definitive or complete statement of proper trademark usage. Svend B Sorensen reserves the right to object to any use of Svend B Sorensen trademarks that Svend B Sorensen deems to be unlawful in the circumstances, even if that use is not expressly prohibited by these guidelines. Further Svend B Sorensen reserves the right to revise these guidelines at any time without notice.