

Exhibit "A"



Technical Support Alliance Network®



Technical Support Alliance Network®



**TRADEMARK USAGE GUIDE**

**FOR**

**TSANet, Inc.**

# TSANet TRADEMARK USAGE GUIDE

## Introduction

TSANet, Inc. ("TSANet") is a corporation organized not-for-profit under the Delaware Corporation Code. The TSANet trademark an important asset of TSANet, Inc. and is licensed for use by the organization from Technical Support Alliance Network, Inc., a Utah not-for profit corporation. To protect this trademark and maintain a unified image, the use of the trademark both in the word form and in the logotype form must be consistent and within the guidelines established by TSANet.

We are providing this usage guide to ensure that the use of the TSANet trademark "TSANet" and logo is consistent among all member companies. Please read and follow this guide to ensure full compliance with the rules set forth herein. Failure to adhere to these guidelines can result in loss of membership rights.

In this usage guide, we will refer to the nonprofit corporation TSANet, Inc. as "TSANet" in regular typeface, but it is important that members appreciate, and maintain, the distinction between TSANet, the nonprofit corporation, and Technical Support Alliance Network, the entity formed under Utah state law which that owns and licenses the trademark, and "TSANet" the trademark, which we will always show in boldface).

## Use of the TSANet Word Mark

It is important that all members use the word mark **TSANet** properly. Failure to do so can lead to loss of trademark rights by TSANet. As you may be aware, many terms which were once trademarks are now considered to be unprotectable generic terms. Thermos, aspirin, and escalator are a few prominent examples of trademarks that became generic terms, much to the chagrin of the erstwhile owners. Protection for other very prominent trademarks (such as KLEENEX® and XEROX®) has been saved through meticulous adherence to use and marking requirements by the owners of these marks.

When it is appropriate or desirable to use the word mark **TSANet** instead of the logotype, the following guidelines must be applied:

## Use the Word Mark as a Proper Adjective

A trademark is a proper adjective indicating a particular brand of goods or services. This adjective should always precede a noun that tells the common name of the product or service that the trademark identifies. The word mark **TSANet** is used to indicate services involving the promotion of public awareness among the computer industry of the need for establishing guidelines to resolve customer disputes. Thus, the word mark **TSANet** should always be used an adjective describing activities of TSANet or of member companies in the promotion of public awareness of guidelines for resolving customer disputes.

You should never use the word mark **TSANet** to indicate a network, or use **TSANet** in the boldface form to indicate the nonprofit corporation, TSANet.

The following are examples of correct and incorrect usage:

**Correct:**        *XYZ Company* is a member of the **TSANet**® (brand) alliance of computer manufacturers

**Correct:**        We follow the **TSANet**® guidelines for resolving customer disputes.

**Wrong:**         We are members of **TSANet**®.

**Wrong:**         The **TSANet**® is the best way to resolve customer disputes.

According to trademark law, the wrong usage creates the misunderstanding that **TSANet** is merely the generic name of the service that cannot identify a particular brand of that service. The correct usage, on the other hand, emphasizes that the trademark identifies a particular brand of service.

### **Make the Trademark Stand Out**

In letters or advertisements, trademarks should stand out from the surrounding text. You should always display the word mark **TSANet** in boldface "Helvetica" text when possible, with the letters "TSAN" in capital letters and "et" in lowercase letters. Never use the trademark in all lower-case letters. The non-bold face representation TSANet should refer only to the nonprofit corporation, TSANet.

### **Do Not Use Trademark in Possessive or Plural Form**

Using a trademark in a possessive or plural form, or as a noun or a verb, weakens the strength of a mark. Good and bad examples are:

**Correct:**        **TSANet** promotional activities highlight the need for guidelines to resolve customer disputes.

**Wrong:**         **TSANet's** guidelines can help you solve your customer's hardware compatibility problems.

### **Use the Trademark Symbol**

The registration symbol ® for registered marks should be used in conjunction with **TSANet**. This symbol should also be used where trademarks appear in business letters.

Where a trademark appears several places in brochure or advertising copy, appending the ® symbol at each appearance can make the copy look awkward or cluttered. It is acceptable to append the ® symbol only with the first use of the trademark, and following

the rules of proper usage of the mark throughout the copy. For example, the following is acceptable:

**Correct:** Member of the **TSANet**® alliance of computer manufacturers

**TSANet** is a trademark of Technical Support Alliance Network, a Utah nonprofit corporation involved in the promotion of public awareness among the computer manufacturing industry of the need for establishing guidelines to resolve customer disputes. It is licensed to TSANet in connection with the activities and services TSANet promotes and offers. This license requires that members of TSANet adhere to the usage guidelines established in this guide.

You should also include a trademark credit notice at the end of the copy, for example:

**TSANet**® is a trademark of Technical Support Alliance Network.

### **Use of the TSANet Logotype**

This guide contains laser copies of TSANet's logotypes and their proper use. A file that contains several versions of the **TSANet** logos can be provided to members. These versions of logos are in encapsulated POSTSCRIPT (EPS) and TIFF format. Use the laser copies provided in this document as acceptable forms of **TSANet**'s logo.

### **Personalizing the Logotype**

Each member in good standing of TSANet is authorized to use the **TSANet** logo. Since TSANet is an alliance of several companies, each member is allowed a limited personalization of the logotype by incorporating its company colors in a portion of the logotype, if desired. Your company colors can be used *only* in the "Net" portion of the **TSANet** logo. The letters "TSA" should *always* be black. Also, the tag line "Technical Support Alliance Network" should *always* be black.

### **Member of the Organization**

As a member of the Technical Support Alliance Network, you are authorized and encouraged to use the **TSANet** logo. The phrase "member of" can also be incorporated into the logo under the following guidelines: "Member of" should always be used in at least one point size smaller than the **TSANet** logo. Additionally, only the words "member of" are acceptable, and they can be used only in a horizontal format with the **TSANet** logo, not with the word mark. Member of can appear in all capital letters or with only the M capitalized (Member). They must be in "Helvetica" typeface or equivalent. "Member of" cannot be used in company font.

## **Size Requirement**

With one exception, there are no specific size requirements for the TSANet logo. Any TSANet logo less than 4/16 of an inch in height should exclude the tag line ("Technical Support Alliance Network"). You are not required to use the tag line on any size logo.

## **Use of Trademark Symbol ®**

The trademark symbol "®" should always be used with the **TSANet** logo.

Regardless of the size, format, color, etc. the trademark symbol ® should always appear in the upper right portion of the logo and should not be proportionately larger than shown in example below (e.g. the ® should not be larger than 1/8 the total height of the logo). The trademark symbol ® should also be "Helvetica" type font or equivalent.



## **Conclusion**

You must conform your usage of the **TSANet** logo to these guidelines. Failure to do so could result in injury, damage or loss to TSANet, or the owner of the mark and termination of your status as a member of the TSANet organization. Your participation as a member of TSANet, and Membership are each conditioned upon your agreement to adhere to these guidelines. Thank you.

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