

ADTRAN, INC. (“ADTRAN”) TRADEMARK AND LOGO USAGE POLICY

This Policy is intended to provide a general understanding of correct trademark usage. The requirements defined in this document apply to all ADTRAN® departments, divisions, subsidiaries, and affiliates. They also apply to any individual or entity who has ADTRAN’s permission to use the ADTRAN name or logo or any other trademark owned by ADTRAN, including but not limited to resellers, developers, customers, advertising agencies, consultants, professional writers and editors, licensees, and other third parties making reference to ADTRAN trademarks. This Policy will be modified from time to time as ADTRAN deems appropriate.

The ADTRAN name and logo have been used worldwide for years. As a result, they have become well known as representing quality goods and services in the telecommunications industry. In addition to extensive common law rights in its trademarks, ADTRAN also owns registrations for many of its marks in the U.S. and around the world. The more popular our trademarks become, the greater their value is to us, and the greater is the need for their protection. To preserve and enhance their value, proper use of ADTRAN trademarks is essential.

You may use ADTRAN marks only if you adhere to the following guidelines for rules of proper trademark use:

Use Complete, Unaltered Marks

The ADTRAN name is not only a trademark used to identify our products and services; it also serves as our company name. Do not alter an ADTRAN mark in any way; for example, it is not permissible to change the words in a mark, abbreviate marks, or add words or visual elements to a mark including modified fonts or colors.

The word ADTRAN must always appear capitalized.

For more information on ADTRAN’s Logo Standards, refer to www.adtran.com/logostandards. For a complete listing of ADTRAN’s trademarks, refer to www.adtran.com/trademarks.

Trademark Symbols

Use a trademark symbol to indicate that the mark is a protected trademark. Before using a trademark owned by ADTRAN in online or print sales support materials, ads and the like, consult www.adtran.com/trademarks to determine whether to use the ® symbol or the TM symbol when referring to that mark. The appropriate placement for the ® symbol is as follows: ADTRAN® or the ™ symbol is handled in a similar manner.



International Uses

Improper uses of trademarks and trademark symbols can have very negative consequences in many foreign countries. Do not use any ADTRAN marks in materials directed to foreign countries or audiences without first obtaining direction on proper use by emailing brand@adtran.com.

Acknowledge ADTRAN’s Ownership

A footnote or other legend to acknowledge that the mark is owned by ADTRAN should be placed at the bottom of the web page, advertisement, or publication in which the mark appears. The legend should identify the marks incorporated into your work that belong to ADTRAN. An example of an acceptable legend is: “ADTRAN and the ADTRAN logo are registered trademarks of ADTRAN, Inc.”

Do Not Mislead Consumers Regarding Your Affiliation with ADTRAN

You must avoid the appearance or implication that ADTRAN’s trademarks belong to you or your company, or that any affiliation, sponsorship, endorsement, or other relationship exists between your company and ADTRAN in the absence of any arrangement of that sort. If such an affiliation does exist, you may state so on the material containing the mark. For example, if your company is an ADTRAN Partner, you may state that relationship.

Set ADTRAN Trademarks Apart from Other Marks

Your name, logo, and/or trademark should appear more prominently than an ADTRAN mark when both are displayed on the same page, web page, or other material. An ADTRAN trademark should not be displayed in close proximity to marks not owned by ADTRAN in a manner that might imply that the two marks are a single mark or somehow related, or that your company owns the ADTRAN mark. For example, your company’s trademark should not immediately precede the ADTRAN mark, or vice versa. No ADTRAN marks or any potentially confusing variations of an ADTRAN mark should ever be used as part of your company name, trademark, logo, or product or service name.

Use of ADTRAN Marks in Domain Names Prohibited

You may NOT register a domain name that includes any ADTRAN mark or name.

Merchandise Items

You may not place ADTRAN trademarks on merchandise (such as t-shirts, pens, coffee mugs, etc.) that you intend to sell or give away, unless you first obtain written permission from ADTRAN. To request written permission, email brand@adtran.com.

Use of ADTRAN Slogans

ADTRAN slogans or taglines (such as “The Network Access Company”) should be treated in the same manner as any other trademark covered by this Policy.