



An Intel
Company



Mobileye's Trademarks, Brands and Marketing Materials: Usage Guidelines



Mobileye's Trademarks, Brands and Marketing Materials: Usage Guidelines

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Mobileye's Trademarks, Brands and Marketing Materials: Usage Guidelines

Introduction

Mobileye®, an Intel Company, has established the globally-recognized Mobileye brand through consistent brand communications and tenacious protection of its intellectual property rights.

We are committed to continuing to develop the strength of our brand and, therefore, we are proud to share with you these Guidelines setting out how (and how not) to use Mobileye trademarks, trade names, service marks and brands (all of which are referred to below as '**Trademarks**') and related materials.

Mobileye's Trademarks are Mobileye intellectual property, and important and valuable Mobileye assets. Therefore, they may be used only in accordance with our specifications. The following contains information regarding, *inter alia*, the approval process, correct usage, proper colors, logotype, and proximity rules.

You represent the Mobileye brand. By following these Guidelines you will help to protect the brand and, at the same time, you will be able to benefit from its strength and integrity.

Mobileye may amend these Guidelines from time to time at its discretion.

To Whom Do These Guidelines Apply?

These Guidelines apply to Mobileye employees, customers, licensees, distributors, consultants, vendors, and other third parties using Mobileye Trademarks.

If you are a licensee of a Mobileye Trademark under a license agreement that you signed with Mobileye, that agreement may have specific Trademark usage guidelines different than those set out in this document. In that case, the license agreement will prevail over these Guidelines.

Mobileye's Trademarks

Mobileye has registered various Trademarks in various jurisdictions.

Registered logos: 'M' and M Mobileye (see below; each of which sits within the 'Intel swirl' or partial circle, and the latter of which is accompanied by the words 'An Intel Company' to the bottom-right, with the words 'An Intel' above the word 'Company').



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Icon	
Basic Logo	

Registered Trademarks (each of which is registered in at least one jurisdiction): MOBILEYE[®], M[®], M MOBILEYE[®], EYEQ[®], SEEQ[®], MOBILEYE EYEQ[®], מוביליטי[®]; REM[®]; REM ROAD EXPERIENCE MANAGEMENT[®]; MOBILEYE ROADBOOK[®]; MOBILEYE SHIELD+[®].

Other Trademarks (i.e., marks claimed and used as trademarks by Mobileye but not currently registered): VMP[™]; Our Vision. Your Safety.[™]; EyeWatch[™]; Third Eye On The Road[™]; Relax. Drive. Arrive.[™]; Fleet Vision[™]; Mobileye 8 Connect[™]; Autonomous Ready[™].

Use of Mobileye Company Name

The legal name of the Mobileye group parent company is '**Mobileye B.V.**', and its Israeli subsidiary's legal name is '**Mobileye Vision Technologies Ltd.**'. In writing the company name, the initial letter should be a capital 'M' with all subsequent letters in lowercase. Upon first mention, the company should be referred to by its full name and thereafter as 'Mobileye'. No notice symbols need be used when referring to Mobileye as a company.

When using the Mobileye word mark as part of an internet address, as in www.mobileye.com, all lowercase letters should be used.

General Use of Mobileye's Trademarks

You may refer to Mobileye products and services by their associated Trademarks as long as such references (a) are truthful, fair, and not misleading, and (b) comply with these Guidelines.

Use of Trademark (™) Symbol

- The symbol [™] should be used with all Mobileye Trademarks, **even those that are registered in one or more jurisdictions.**



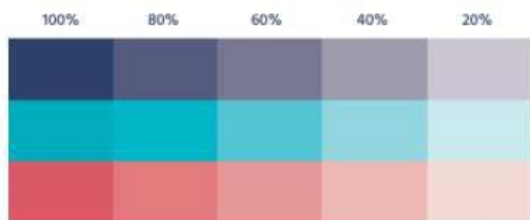
Mobileye's Trademarks, Brands and Marketing Materials: Usage Guidelines

- In letters, memos, press releases, white papers, advertising, slides, video, and other multimedia presentations, properly designate all of Mobileye's Trademarks (with™) in the most prominent usage (usually a headline), and again in the first occurrence in the text body.
- In the case of presentation graphics, designate Trademarks (with™) on each page, slide, and foil.
- In newsletters, magazines, publications containing multiple articles, brochures, annual/quarterly reports, books, technical documentation, and other bound documents, properly designate all of Mobileye's trademarks (with™) in their first occurrence in the table of contents, in headlines, and in the first occurrence in **every** article in which they are used.
- In all charts or graphs, properly designate trademarks (with™).
- In tag lines incorporating a Trademark slogan, use the symbol™ in every reference.
- Whenever a Mobileye Trademark is used, the following acknowledgement footnote must also appear: *'M, M Mobileye and other Mobileye trademarks or logos appearing herein are trademarks of Mobileye Vision Technologies Ltd. in the United States, the EU and/or other jurisdictions.'*

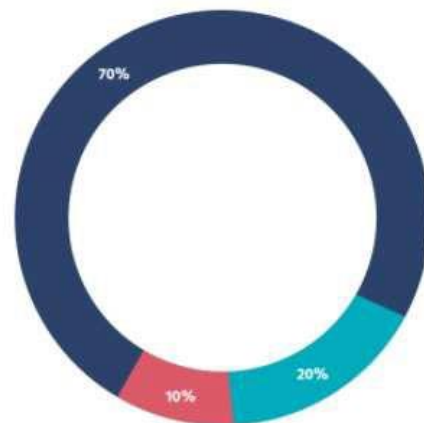
Representation of Mobileye Logo Trademarks

To ensure proper representation of Mobileye, the following rules must be followed for Mobileye logo Trademark usage.

- Use only the approved files (provided by Mobileye) for reproducing Mobileye logo Trademarks.
- Use only the following color scheme:



Blue	Red	Light blue
C = 100 R = 44	C = 10 R = 220	C = 100 R = 0
M = 90 G = 66	M = 80 G = 89	M = 0 G = 171
Y = 50 B = 105	Y = 50 B = 103	Y = 30 B = 189
K = 0	K = 0	K = 0
#2b4269	#dc5967	#00abbc
PANTON 534 C	PANTON 7418 C	PANTON 320 C





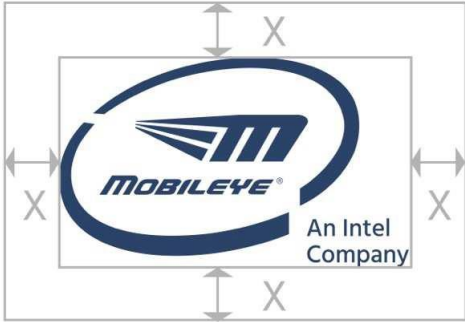

Mobileye's Trademarks, Brands and Marketing Materials: Usage Guidelines

- Do not alter the provided files.
- Maintain sufficient space around the Mobileye logo Trademarks so they appear clean and uncluttered.
- Do not use or combine Mobileye Trademarks, or elements of Mobileye logo Trademarks, with your own name or mark, or images.
- Do not use any Mobileye Trademarks as a verb.
- Do not pluralize Mobileye Trademarks.
- **Do not use external trademarks, logos, or other content that is confusingly similar to Mobileye Trademarks.**
- Do not use Mobileye Trademarks in a way that is deceptive, harmful, obscene, or otherwise objectionable.
- Do not attempt to acquire rights for Mobileye Trademarks, or any confusingly similar approximations, whether by trademark registration, domain name registration or otherwise, even in connection with goods/services that are arguably unrelated to those offered by Mobileye.
- Do not institute (or threaten to institute) proceedings for infringement of any Mobileye Trademarks or for improper use of Mobileye Trademarks. Rather, report such infringement to us.

A Mobileye distributor may use the Mobileye Official Distributor logo set out below:



DO the Following:

<p>Logo Space: Keep equal distance from logo when placing other elements on a graphic format</p>																			
<p>Logo Backgrounds: Optional background colors: white, blue</p>																			
<p>Brand Fonts:</p>	<p>Hind Siligur Free downloadable from Google Font</p> <table border="0"> <tr> <td>Bold</td> <td>Medium</td> <td>Light</td> </tr> <tr> <td>Abc123</td> <td>Abc123</td> <td>Abc123</td> </tr> <tr> <td>abcdefghijklmnopqrs tuvwxyz1234567890</td> <td>abcdefghijklmnopqrs tuvwxyz1234567890</td> <td>abcdefghijklmnopqrs tuvwxyz1234567890</td> </tr> </table> <hr/> <p>Heebo Free downloadable from Google Font</p> <table border="0"> <tr> <td>Bold</td> <td>Regular</td> <td>Light</td> </tr> <tr> <td>123אבג</td> <td>123אבג</td> <td>123אבג</td> </tr> <tr> <td>אבגדהוזחטיכךלמנסןסע 1234567890תשזחצקרקש</td> <td>אבגדהוזחטיכךלמנסןסע 1234567890תשזחצקרקש</td> <td>אבגדהוזחטיכךלמנסןסע 1234567890תשזחצקרקש</td> </tr> </table>	Bold	Medium	Light	Abc123	Abc123	Abc123	abcdefghijklmnopqrs tuvwxyz1234567890	abcdefghijklmnopqrs tuvwxyz1234567890	abcdefghijklmnopqrs tuvwxyz1234567890	Bold	Regular	Light	123אבג	123אבג	123אבג	אבגדהוזחטיכךלמנסןסע 1234567890תשזחצקרקש	אבגדהוזחטיכךלמנסןסע 1234567890תשזחצקרקש	אבגדהוזחטיכךלמנסןסע 1234567890תשזחצקרקש
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Google Font is accessible at fonts.google.com.

DO NOT DO the Following:

<p>Color</p> <p>Do not use colors other than blue or white for Mobileye's logo</p> <p>Do not use other background colors</p>	
<p>Do not use different shades of blue</p>	
<p>Do not distort the logo; maintain the original proportions</p>	
<p>Do not use the old logo</p>	
<p>Do not translate the tagline 'An Intel Company' into another language</p>	<p>Una empresa de Mobileye 英特尔公司 इंटेल कं पनी מקבוצת אינטל</p>



Mobileye's Trademarks, Brands and Marketing Materials: Usage Guidelines

Distributors' Use of Mobileye Marketing Materials

Distributors have three options in creating/using Mobileye marketing materials:

1. To print and use Mobileye marketing material featuring the Mobileye logo as is, to which material distributors may add their logo, phone numbers and web address. The size and placement of distributor's logo and information will vary as appropriate for each piece of material.
2. To print and use Mobileye marketing Material created especially for distributors, co-branded with the Mobileye 'Official Distributor' logo and the distributor's own logo.
3. To create new co-branded materials, where the distributor's own logo will appear as the masterbrand, and the Mobileye 'Official Distributor' logo as a sub-brand. These materials may not contain Mobileye templates, fonts or graphic elements.

Materials revised or created under points 2 or 3 above must be submitted for approval by the Mobileye Marketing Team before publication.

Translation of Mobileye Material

Where Mobileye material is not available in your local language, you may have it translated, subject to three conditions:

1. Mobileye may require submission of translations for advance approval;
2. You are solely liable for the accuracy of such translations (even where Mobileye has approved them); and
3. You grant Mobileye a free, unconditional and time-unlimited license to use such translations for its own purposes.

Marketing Collateral

Mobileye marketing collateral for distributors' use to promote Mobileye products may be accessed on the Mobileye partners' website. In certain circumstances, the distributor may add its own logo to the back of the Mobileye collateral, including the distributor's contact information.

Should a distributor create its own literature in which Mobileye is mentioned (with permission, as stated above), the Mobileye logo must appear on the front or back cover and must be in accordance with these guidelines.

Other Mobileye material (including visual material such as images and movies) may be used only with written consent.



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Exhibitions

Distributors may represent Mobileye at trade shows or customer events. In such cases, high-quality materials must be used in order to represent Mobileye in the best light possible; for example Mobileye-branded booth templates.

Stationery

Should a distributor wish to include Mobileye on its stationery, it may use the Mobileye 'Official Distributor' logo next to its own logo.

PowerPoint Presentations

A distributor may use the Mobileye master presentation available on the Mobileye partners' website, or build its own presentation.

Merchandise

A distributor may use the templates available on the Mobileye partners' website. Distributor may choose to create merchandise with its logo and Mobileye's logo, with approval from the Regional Marketing Manager.

Digital Marketing

Domain names:

Do not register domain names, create subdomains or email addresses containing the word 'Mobileye' or any other brands or names which are similar to those belonging to Mobileye.

For example:

Acceptable:

[www.\[yourdomain\].com/mobileye](http://www.[yourdomain].com/mobileye)

Not Acceptable:

[www.\[yourdomain\].mobileye.com](http://www.[yourdomain].mobileye.com)

[www.mobileye.\[country\]](http://www.mobileye.[country])

[www.mobile-eye.\[country\]](http://www.mobile-eye.[country])

[www.mobileye-\[country-code\].com](http://www.mobileye-[country-code].com)



Mobileye's Trademarks, Brands and Marketing Materials: Usage Guidelines

Websites:

A distributor's website should have its own look and feel, and should not usually attempt to copy or imitate either the entire Mobileye website or elements of it. It must be clear to a visitor of the distributor's website that s/he is NOT visiting a Mobileye website.

Where Mobileye trademarks are used, acknowledgement of Mobileye's ownership of such trademarks must be included as follows:

'M, M Mobileye and other Mobileye trademarks or logos appearing herein are trademarks of Mobileye Vision Technologies Ltd. in the United States, the EU and/or other jurisdictions.'

For example:

Acceptable:

- Displaying the distributor's logo and company name as the most prominent part of the website
- Showcasing the look and feel of the distributor's brand on the website
- Linking or referring to a Mobileye website(s)
- Linking or referring to videos on the official Mobileye YouTube channel(s)
- Using Mobileye's Official Distributor Logo
- Including images found on the Mobileye partners' website

Not Acceptable:

- Displaying a Mobileye logo as the most prominent element on the distributor's webpage and/or in the upper left corner
- Designing a look-alike Mobileye website. However, with Mobileye's approval, distributors may mimic Mobileye's representations of specific products on distributor domain sub-pages, but not on domain landing/home/front pages.

So www.[distributor name].com/mobileye may adopt the look or feel of a Mobileye product site, with Mobileye's approval, but www.[distributor name].com may not, even if the domain name complies with the domain-name rules set out above. In deciding whether to approve, Mobileye will focus on ensuring that the sub-page, while adopting the look or feel of a Mobileye product site, prominently displays a distributor logo and/or the Mobileye 'official distributor' logo, thus ensuring that the viewer is not confused.



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Social Media:

Social Media posts by the distributor must represent only the distributor. Do not use Mobileye logos or other Mobileye materials in social media.

For example:

Acceptable:

- Linking or referring to official Mobileye websites, as long as it is clear that the link is to official Mobileye websites
- Including a description or note explaining that the webpage being displayed or linked to, is produced and copyrighted, by Mobileye

Not Acceptable:

- Use of Mobileye in online identities, usernames, avatars and icons
- Creating pages on Social Media which imitate webpages belonging to Mobileye
- Reproducing Mobileye movies on the distributor's YouTube channels

Press Materials

- Press releases mentioning Mobileye must be approved by Mobileye's Marketing Communications team via the Regional Marketing Manager.
- In preparing press releases, be sure that the message is easy to understand and as clear as possible. The Mobileye Official Distributor logo should be used on your release.

Need More Information?

Mobileye's Marketing Communications team will be happy to assist. Contact your Regional Marketing Manager or send an email to: marketing@mobileye.com.