

Trademark Guidelines

For third parties who license, use, or refer to Maxim Integrated trademarks

Introduction

These guidelines were developed to ensure proper usage of all Maxim trademarks. They will eliminate confusion by helping to identify the proper usage of the ® and ™ symbols, attribution statements, and the corporate logo.

Adding Trademark Symbols

When using any Maxim trademark, the appropriate trademark symbol (™ or ®) should be added with the first usage in body text and per page in which the mark shows up.

For illustrations, diagrams, graphics, and charts, the trademark symbol should always be included with the mark. If the mark shows up in multiple places within the same illustration, the symbol only needs to be referenced once. Please note that tables are considered part of the body text, so they keep to the first usage in body text rule.

Proper Trademark Usage

1. Don't change the spelling, add or delete hyphens, change capitalization, or use a possessive or plural form of the trademark
INCORRECT: Max Q, Deepcover, RF-to-Bits, iButtons
CORRECT: MAXQ, DeepCover, RF to Bits, iButton
2. Always use the trademark as an adjective followed by a generic term, never as a noun or a verb
INCORRECT: iButtons are high-capacity, general-purpose electronic data carriers.
CORRECT: iButton devices have gained a lot of popularity from researchers.

Proper Attribution

Always include the proper attribution at the end of the printed document or in the footer of the PPT slide.

EXAMPLE: DeepCover is a trademark of Maxim Integrated Products, Inc. All other trademarks are the property of their respective owners.

Use of Corporate Logo

The corporate logo may only be used with authorization from Maxim Integrated. Upon approval from Maxim, a third party may use the logo in accordance with the following guidelines:

1. The Maxim logo may be rendered either in PMS326C (teal) and PMS424C (gray) or in black & white
2. Use the color version whenever practicable
3. The black & white logo (black on a white background) may also be used in reverse (white on black) in certain instances, if appropriate
4. No other variations of the Maxim logo may be used
5. No other font should ever be used in place of the logo
6. The Maxim logo may not be modified or used in close combination with other graphical elements or words
7. The logo should not be modified or distorted in any circumstances
8. The Maxim logo may not be used with any other logo to create a composite trademark
9. The Maxim logo must be used with a minimum clear space equal to one half the height of the logo mark circle, applied to all sides of the logo as demonstrated below. The minimum clear space must remain free of other logos, text, graphics, or edges.



10. The Maxim logo must be large enough to be readable

Best Practices

1. Be sure to use the “Shift” key when resizing to retain the correct proportions
2. When referring to Maxim in plain text, use either “Maxim” or “Maxim Integrated”. Do not type “MAXIM” nor “maxim integrated” (all capital letters or all lower case).

Additional Info

To view a listing of Maxim Integrated trademarks and their correct spelling, visit <http://www.maximintegrated.com/legal/trademarks.cfm>.

For further inquiries, you may contact:
brand@maximintegrated.com