

Guidelines to Using BAM Labs Logo and Trademarks

These guidelines are for parties wishing to use the BAM Labs logo and trademarks. The BAM Labs logo and trademarks are valuable assets. In following these guidelines, you help us protect our logo and valuable trademark rights and strengthen our corporate and brand identities.

By using a BAM Labs trademark, you are acknowledging that BAM Labs is the sole owner of the trademark and you will not interfere with BAM Labs rights in the trademark.

BAM Labs® Logo

The BAM Labs® logo is the most essential and valuable visual mark of our brand. To preserve the integrity of our brand, it is important to display the logo mark and type mark properly.

Logo Marks

The BAM Labs logo incorporates two separate marks: the logo mark and the type mark. The BAM Labs logo may be displayed as a logo only display or together as a logo and type mark display. The logo marks, logo display only or logo and type mark display, should be placed on a white background whenever possible.

Legal

The BAM Labs logo and the BAM Labs trademark are registered trademarks of BAM Labs, Inc. An ® should always be placed next to the logo when it is a logo only display and when it is logo and type mark display, except if the visual display is such that the ® is not easily readable.

Logo Artwork

The approved logo artwork files for electronic reproduction are available on BAM Labs website and from BAM Labs. All printing and reproduction of the BAM Labs logo must be of the highest quality. All reproductions must be taken from the approved artwork without alteration.

Logo Usage Right

BAM Labs retains the right to reject the usage of the BAM Labs name and logo when deemed appropriate.

Logo Only Display



Logo and Type Mark Display

Horizontal Display

Should typically be displayed flush left.



Vertical Stacked Display

Should typically be centered on page.



BAM Labs Trademark List

A trademark can be a word, phrase, symbol or design that distinguishes the source of the goods or services. It can also, as a trade dress, be the appearance of a product or its packaging, including size, shape, color, texture, graphics and appearance, e.g. website.

The following is a list of BAM Labs trademarks and legal credit line.

BAM Labs logo is a registered trademark of BAM Labs, Inc.

BAM Labs®

BAM Labs trademark is a registered trademark of BAM Labs, Inc.

Smart Bed Technology®

Smart Bed Technology is a registered trademark of BAM Labs, Inc.

We Make Beds Smart™

We Make Beds Smart is a trademark of BAM Labs, Inc.

Touch-free Life Care™

Touch-free Life Care is a trademark of BAM Labs, Inc.

Trademark Usage

When using the marks in publications that will be distributed only in the U.S. include the ™ or ® symbol on first use. Generally, demarcation is not necessary for every occurrence of a trademark or service mark in an article, press release, advertisement or on a website, etc. however, at a minimum, this identification should occur at least once in each piece, either the first time the mark is used or with the most prominent use of the mark. When in doubt, err on the side of “over-marking.”

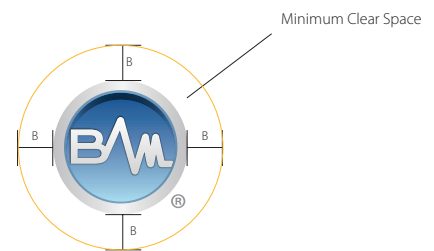
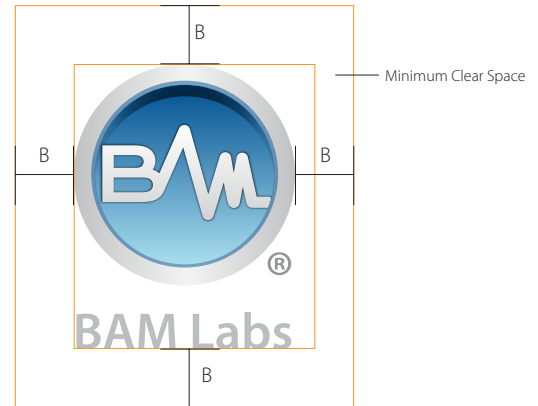
Trademarks are adjectives and should not be made into verbs or made plural or possessive. It is important that references to a particular mark are accurate and consistent, i.e. the mark should be represented the same way each time. For example, use all capital letters for BAM when referencing the BAM Labs mark.

In addition, the generic noun that identifies the product or service should be used immediately after the trademark name at least once in each separate written or broadcast communication or on each website, preferably the first time that the trademark appears in the material. For example, Smart Bed Technology® platform.

The absence of a product or service name or logo from this list does not constitute a waiver of BAM Labs trademark or other intellectual property rights concerning that trademark or logo.

Clear Space and Centering

Clear space refers to the space around the logo that separates it from other elements such as text and the outside edges or borders of printed materials. A minimum amount of clear space must surround the BAM Labs logo. This space is equivalent to the height of letter “B” of the BAM Labs logo mark.



Other BAM Labs Product or Service Names

If a product or service name is not listed under BAM Labs Trademarks, it should not be followed by a ™ or ® notation and should not be included in credit lines. However, if a product or service name includes a BAM Labs mark listed in this trademark list, apply the correct trademark symbol (™ or ®) to that portion of the name for U.S. publications. In addition, all BAM Labs trademarks need to be given the correct attribution in the credit section of all U.S. publications.

Examples:

BAM Labs® bed mats provide . . .
BAM Labs is a registered trademark of BAM Labs, Inc.

The BAM Labs® Smart Bed Technology® solution is a non-invasive platform . . .
BAM Labs and Smart Bed Technology are registered trademarks of BAM Labs, Inc.

Contact

For more information about the usage of the BAM Labs logo and trademarks, contact the BAM Labs marketing department.

Tom Pavela, SVP Marketing
tom@bamlabs.com
(408) 335-5020 X7213