



## TRADEMARK AND LOGO USAGE GUIDELINES

These Trademark and Logo Usage Guidelines (hereafter “Guidelines”) set forth WD’s rules for using or referring to WD’s trademarks and logos identified in section B below. No permission is granted to use any other WD trademarks or logos. WD reserves the right to (i) terminate use of its trademarks and logos by any party for non-compliance with these Guidelines, or for any other reason as WD deems in its sole discretion, and (ii) modify these Guidelines for any reason at any time.




### A. To Whom Do These Guidelines Apply?

These Guidelines apply to:

- (i) original equipment manufacturers (hereafter “OEMs”) who purchase internal hard drives from WD for integration into Non-WD Storage Products, Computer Systems, or Application-Specific Hard Drive Based Products;
- (ii) authorized distributors who purchase WD Storage Products from WD (hereafter “Authorized Distributors”) for distribution to system integrators, retailers, or resellers in regions authorized by WD (hereafter “Authorized Resellers”); and
- (iii) other third party vendors integrating or reselling WD Storage Products acquired from WD, Authorized Distributors, or Authorized Resellers.

OEMs, distributors, integrators, retailers, and resellers using WD Storage Products acquired from unauthorized sources are not permitted to use any WD trademarks or logos. Inquiries regarding authorized or unauthorized sources should be sent to [trademarks@wdc.com](mailto:trademarks@wdc.com).

## B. Trademark and Logo Usage Guideline Summary

Products	Trademarks and Logos		
	WD® WESTERN DIGITAL® WD CAVIAR® WD RAPTOR® WD PROTÉGÉ® WD SCORPIO™	 	
<b>WD Storage Products:</b> storage products made by WD and contained in original WD packaging, including internal hard drives, internal hard drive kits, and external hard drives.	These select WD trademarks may be used in advertising materials to indicate that the advertised storage product is a storage product made by WD.	The WD corporate logo may be used in advertising materials to indicate that the advertised storage product is a storage product made by WD. <sup>1</sup>	The HARD DRIVE BY WD logo may not be used.
<b>Non-WD Storage Products:</b> storage products made by third parties that contain WD internal hard drives acquired from WD, Authorized Distributors, or Authorized Resellers, including internal hard drives re-packaged in non-WD packaging, internal hard drive kits, and external hard drives.	Prior written approval is required to use these select WD trademarks on Non-WD Storage Products and their product packaging. Submit requests to <a href="mailto:trademarks@wdc.com">trademarks@wdc.com</a> .  These select WD trademarks may be used without prior approval in advertising and other written materials (such as instruction manuals or directions for use) to indicate that the Non-WD Storage Product contains an internal hard drive made by WD, provided the WD trademark is not prominently displayed and is no larger than the size and font of the surrounding text, third party trademarks, or third party logos.	The WD corporate logo may not be used.	Prior written approval is required to use the HARD DRIVE BY WD logo. Submit requests to <a href="mailto:trademarks@wdc.com">trademarks@wdc.com</a> .  After receiving written approval from WD, the HARD DRIVE BY WD logo may be used in advertising, on product packaging, in other written materials (such as instruction manuals or directions for use), and on the Non-WD Storage Product itself to indicate that such product contains an internal hard drive made by WD, provided the HARD DRIVE BY WD logo is not prominently displayed and is no larger than the size and font of the surrounding text, third party trademarks, or third party logos. <sup>1</sup>
<b>Computer Systems:</b> desktop computers, notebook computers, or servers containing WD internal hard drives acquired from WD, Authorized Distributors, or Authorized Resellers.  <b>Application-Specific Hard Drive Based Products:</b> digital video recorders, MP3 players, media players, and other application-specific hard drive based products containing WD internal hard drives acquired from WD, Authorized Distributors, or Authorized Resellers.	These select WD trademarks may be used in advertising, on product packaging, in other written materials (such as instruction manuals or directions for use), on the Computer System itself, and on the Application-Specific Hard Drive Based Product itself to indicate that such products contain an internal hard drive made by WD, provided the WD trademark is not prominently displayed and is no larger than the size and font of the surrounding text, third party trademarks, or third party logos.	The WD corporate logo may not be used.	The HARD DRIVE BY WD logo may be used in advertising, on product packaging, in other written materials (such as instruction manuals or directions for use), on the Computer System itself, and on the Application-Specific Hard Drive Based Product itself to indicate that such products contain an internal hard drive made by WD, provided the HARD DRIVE BY WD logo is not prominently displayed and is no larger than the size and font of the surrounding text, third party trademarks, or third party logos. <sup>1</sup>

<sup>1</sup> Whenever you are authorized to use the WD corporate logo or the HARD DRIVE BY WD logo, you can obtain the logo files from <http://wdc.com/en/company/trademarks.asp> and you must comply with the [Corporate Identity Standards](#) and the [Hard Drive By WD Logo Print Usage Guide](#).

### C. General Trademark and Logo Usage Rules and Conditions

1. Any use of WD trademarks and logos must be (a) truthful, fair, not misleading, and (b) comply with these Guidelines, which may be modified by WD at any time at WD's sole discretion.
2. Always use a trademark as an adjective, accompanied by an appropriate noun, e.g. "buy a WD<sup>®</sup> hard drive" not "buy a WD<sup>®</sup>". Do not use a trademark alone or as a noun. Do not pluralize a trademark or make it possessive. Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen. Do not abbreviate a trademark.
3. Always use the proper spelling and the proper trademark symbol. For the trademark symbol, the superscript mode is preferred: <sup>™</sup> or <sup>®</sup>. If it is not available, use parentheses: (TM) or (R).
4. In all written materials including packaging, letters, memos, press releases, white papers, advertising, slides, video, and other multimedia presentations:
  - a. Properly designate (with <sup>®</sup> or <sup>™</sup> ) all of WD's trademarks and logos at the most prominent use (usually a headline) and again on the first occurrence in copy.
  - b. In the case of presentation graphics, trademarks and logos should be designated with the proper trademark symbol on each page and slide.
5. Properly footnote and acknowledge trademark ownership identifying WD trademarks and logos as being owned by WD, e.g., "WD RAPTOR<sup>®</sup> and WD CAVIAR<sup>®</sup> are registered trademarks, and the HARD DRIVE BY WD<sup>™</sup> logo is a trademark of WD in the U.S. and other countries."
6. Always use trademarks and logos in the manner intended by WD. Do not use them for goods or services for which they were not originally intended. Do not alter them in any way. Do not make puns out of them or portray them negatively.
7. Do not incorporate WD trademarks or logos into your own product names, service names, trademarks, logos, or company names, and do not adopt marks or logos that are confusingly similar to WD's trademarks or logos.
8. Do not use WD trademarks or logos on or in connection with any product that does not include an authentic WD product. Inquiries regarding authentic WD products should be sent to [trademarks@wdc.com](mailto:trademarks@wdc.com).
9. You acknowledge that WD takes no position regarding the quality of products or services that you offer. You shall make no claims or implications that WD endorses or is affiliated with your products or services.
10. In no event shall WD be liable for any direct, indirect, punitive, special, incidental, or consequential damages arising out of, or in any way connected with these Guidelines, your products containing hard drives manufactured by WD, or your relationship with any end users, whether based on breach of contract, tort (including negligence), strict liability or otherwise.
11. Unless otherwise agreed to in writing by WD, you will defend, indemnify and hold WD and its employees, officers, directors, successors and assigns harmless from any and all claims, actions and suits based on your use, sale, marketing and distribution of any products containing hard drives manufactured by WD or your use of the WD trademarks or logos.

Please send any inquiries regarding these Guidelines to [trademarks@wdc.com](mailto:trademarks@wdc.com).

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