



## Other Trademark Users

### Policies and Procedures

By default, the Simplay HD trademark, including the Simplay HD logo can only be used by the company that has signed the Simplay HD Testing Program agreement, and has submitted the product/s for Simplay HD testing at one of Simplay Labs' testing centers, and only in association with those product/s that have successfully been tested. Further, the trademark and logo can only be used on product/s that are being sold under brand names that are owned by the company that has signed the Simplay HD Testing Program agreement. The trademarks and logo cannot automatically be used by another company, or entity that sells the same Simplay HD approved product under other brand names.

Use of the Simplay Labs, Simplay HD, Simplay HD logo by companies and brands other than the original manufacturer will be considered and normally allowed by following the process described below.

1. The company/entity that wishes to re-sell products with the Simplay owned trademarks, and that have been tested and approved by Simplay Labs must become a Simplay Labs testing program member by signing the Standard Testing Program agreement
2. The "Other Trademark User" company will fill out the Product Information form listing all the products including product description, brand name/number, the original manufacturer, original manufacturer model name/number, and the Simplay HD certificate number.
3. The original manufacturer must independently confirm to Simplay Labs that they are supplying the models listed to the "Other Trademark User" company.
4. The "Other Trademark User" company will pay the fee (listed below) for each product (in the case of cable products, each length within a model family is considered a separate product) and will normally be required to submit one sample of each model to Simplay Labs for QA purposes. Samples are non-returnable.

Fees:

Source product:                      \$XX

Sink product:                         \$XX

Repeater product:	\$XX
Cable product:	\$50.00

Provided that the products are the same that were previously tested and approved by Simplay Labs, random re-testing of the product may be performed. The “Other Trademark User” company may use the Simplay HD trademarks in accordance with the terms of the agreement. Simplay Labs will include the “Other Trademark User” company’s products detailed in the Product Information form on its web site as part of the Verified Products list.