
Wi-Fi Alliance

Mark Usage Manual

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Wi-Fi Alliance

Mark Usage Manual

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Wi-Fi Alliance

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Introduction

The Wi-Fi Alliance was founded to certify and promote the adoption and use of products using Electrical and Electronics Engineers (IEEE) 802.11 standards. An important part of its mission is to provide branding that identifies products and services using this standard. This document (the "Manual") describes the requirements for the use of the Wi-Fi Alliance's marks and discusses usage of certain terms that are related to those marks. The Wi-Fi Alliance has created certification programs wherein it has developed a series of test matrices to test the compatibility and interoperability of vendor devices using the IEEE 802.11 standards collectively referred to as "Wi-Fi". As a part of those certification programs, the Wi-Fi Alliance has developed certain unique marks and labeling to identify those products and services that have successfully passed through testing and have been certified by the Wi-Fi Alliance.

Using this Manual requires a basic understanding of what a certification mark is and what distinguishes trademarks, service marks, and certification marks from one another. This understanding is extremely important because the legal rights of these marks are created by the specific attributes that they have and if they are not used correctly, their value can be compromised.

A "trademark" is a word, name, symbol, device, or any combination thereof, used in the course of trade, on or in connection with tangible goods, to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others or to identify a common source for those goods. A "service mark" is like a trademark, except that it identifies and distinguishes the services of one provider from services provided by others or identifies a common source for the services. In contrast to each of the foregoing, a "certification mark" is a mark indicating that the goods or services on which the mark is used has been certified by the owner of the mark with respect to the method of manufacture of goods, standard of performance of services, quality, accuracy, or other characteristics. The Wi-Fi Alliance's trademarks, service marks, and certification marks are collectively referred to within the Manual as the "Marks."



Effectiveness

This Manual is effective as of the date of Board Approval stated on the face page of the document and shall remain in effect until modified or replaced by a successor revision. This Manual supersedes all mark usage guidelines and manuals that were previously in effect except as expressly provided herein.

The revision history and effective periods for prior versions of the Manual are as follows:

Revision	Revision Date	Effective Period
1.0	5/1/2002	5/1/2002-9/30/2002
1.1	10/1/2002	10/1/2002-11/14/2002
1.2	11/14/2002	11/14/2002- 1/30/03



Mark Usage

The Wi-Fi Alliance uses three separate design marks for the distinct purposes identified below and will license the use of each Mark to its members in appropriate circumstances.

Certification Marks

The Wi-Fi Alliance uses the following logo as the certification mark (the "Certification Mark" or the "Wi-Fi CERTIFIED Logo") for its product certification program:



1. **Use Requirement With Capabilities Label.** Use of the Certification Mark may occur in two manners. The Certification Mark may be used as part of the Capabilities Label (discussed in greater detail below) or it may be used on a stand-alone basis.
2. **When Certification Mark and Capabilities Label Must Be Used.** A member that has received certification for its product is not required to use the Certification Mark or the Capabilities Label containing the Wi-Fi CERTIFIED Logo; however, if the member elects to use either, the member must use the Capabilities Label in those locations that are identified in Exhibit B as mandatory. Members should also note that unless the member displays the Capabilities Label on its Web site in accordance with Exhibit B and provides the Wi-Fi Alliance with the URL for that page, the certified product will not be publicly displayed on the Wi-Fi Alliance Web site as having been certified.
3. **Implementation of Capabilities Label.** The purpose of the Capabilities Label is to provide consumers with clear and concise information concerning the scope of what the W-Fi Alliance is certifying for any given product so that consumers do not mistakenly believe that the Wi-Fi Alliance has certified uncertified capabilities or characteristics of a product. The Capabilities Label is being implemented in connection with the commencement of certification testing for 5 GHz products and for multiband products and is expected to evolve over time as the scope of what the Wi-Fi Alliance certifies evolves. The implementation dates for the Capabilities Label are outlined below. As described below, there is a transition period for certified 2.4 GHz products. The purpose of this transition period is to allow manufacturers of previously certified products and manufacturers of those products that are further along in the product development channel but are not yet certified, to make an orderly transition to the new requirements. However, it is recommended that all members use the appropriate Capabilities Label on all 2.4 GHz products immediately upon certification or as soon as practicable thereafter. Following are the mandatory dates for use of the Capabilities Label by product type:
 - (a) **Wi-Fi CERTIFIED 802.11b Products.** The mandatory implementation date for Wi-Fi CERTIFIED 802.11b products (other than the "Multiple Capabilities Products" described below) is **April 7, 2003**. Effective on that date, all manufacturers of Wi-Fi CERTIFIED 802.11b products will be required to comply with all Capabilities Label requirements. Prior to that date, manufacturers may use the Certification Mark without including a Capabilities Label.



(b) Wi-Fi CERTIFIED 802.11a Products. The Capabilities Label requirement applies beginning October 1, 2002 to all Wi-Fi CERTIFIED 802.11a products (even if they are also “Multiple Capabilities Products”).

(c) Wi-Fi CERTIFIED Dual Band Products. The Capabilities Label requirement applies beginning October 1, 2002 to all “Wi-Fi CERTIFIED Dual Band Product Products.” “Wi-Fi CERTIFIED Dual Band Products” consist of all products that operate at both the 2.4 GHz and the 5 GHz frequencies regardless of whether their interoperability certification is for IEEE 802.11b or IEEE 802.11a, or for both bands.

(d) Multiple Capabilities Products. “Multiple Capabilities Products” consist of products (other than Dual Band Products) that either (1) contain more than one feature or function that the Wi-Fi Alliance certifies but that the manufacturer is not seeking certification of all available features and functions or (2) contain a feature or function that the Wi-Fi Alliance certifies plus one or more features or functions that are comparable to a Wi-Fi Alliance certified feature or function. Present examples of the foregoing include, without limitation, pre-standard IEEE 802.11 products and any product that contains a proprietary implementation of such features or functions as enhanced data rate and security to the extent that the Wi-Fi Alliance tests and certifies comparable features or functions. The Capabilities Label requirement is effective beginning November 14, 2002 for all Multiple Capabilities Products. However, the Wi-Fi Alliance will consider granting temporary waivers of the requirement, on a case-by-case basis, if good cause for a waiver is shown. Only Multiple Capabilities Products that are certified on or before March 6, 2002 will be eligible for the waiver and the duration of the waiver will be limited to a period that is reasonable under the circumstances and will not extend beyond December 31, 2003.

The Capabilities Label program will automatically expand as the Wi-Fi Alliance certifies new features and functions. Each member is responsible for following new developments within the Wi-Fi Alliance, including proposals to expand or modify the certification program. A member who fails to request that the Wi-Fi Alliance identify the most current Capabilities Label applicable to its product prior to commencing the product and packaging development cycle may be required to re-brand if it uses an outdated Capabilities Label.

Members may use the Certification Mark as a stand-alone mark subject to the following additional requirements:

4. **Form.** The Certification Mark must be used in accordance with the general form guidelines that are described on page 11.
5. **Notice.** Notice may only be included with the Certification Mark as specified in the general notice guidelines that are described on page 11.
6. **Proper Usage.**
 - (a) The Certification Mark may only be used by Members on products that have been certified by the Wi-Fi Alliance.
 - (b) For purposes of these Guidelines, “certification” means that the product or service has been subjected to and has successfully passed Wi-Fi Alliance interoperability testing. Certification has not occurred until the member provides such information as the Wi-Fi Alliance may require and the Wi-Fi Alliance specifically notifies the member that the product has been certified. Continuing certification is dependent upon compliance with this Manual and such additional terms and conditions as the Wi-Fi Alliance may communicate to the member.
 - (c) The following rules apply to the use of the Certification Mark on products:



- (i) When a Certification Mark is used on a product, it must be placed directly on the certified product or on product packaging and user manuals with which the certified product is sold.
- (ii) The Certification Mark may be used in electronic and print advertisements and other promotional materials pertaining to the certified product as long as the Certification Mark is placed on or directly adjacent to the certified product(s).
- (iii) If multiple products are featured and are all certified, the Certification Mark need appear only once and may be placed anywhere in close proximity to the certified product(s).
- (iv) If multiple products are featured, and some of them are not certified, the Certification Mark must be placed on or directly adjacent to the certified product.
- (v) The Certification Mark may never be used or associated with products that have not been certified by the Wi-Fi Alliance.
- (vi) Except as specifically provided in paragraph (xiii) below, the Certification Mark may only be used by a Wi-Fi Alliance member or by an affiliate that the member has identified and formally registered through the Wi-Fi Alliance's membership process ("Registered Member Affiliate") if (A) the Registered Member Affiliate is responsible for manufacture or marketing of the certified product and (B) both the member and the Registered Member Affiliate comply with this Manual and such additional requirements as the Wi-Fi Alliance may impose in connection with the use of the Certification Mark by the Registered Member Affiliate.
- (vii) The Certification Mark may never be used in any manner that would imply Wi-Fi Alliance endorsement of a specific company, its products, or its services.
- (viii) The Certification Mark may not be used in any company name, product name, service name, domain name, Web site title, or the like.
- (ix) The Certification Mark may never be used in a manner that would disparage the Wi-Fi Alliance.
- (x) The Certification Mark may not be used on letterhead, business cards, or other stationery.
- (xi) The Certification Mark may not be used on bumper stickers, coffee mugs, t-shirts, baseball hats, flying disks, tie clips, or other similar promotional items.
- (xii) In order to obtain permission from the Wi-Fi Alliance to use the Certification Mark, member companies must follow the procedures outlined in Exhibit A.
- (xiii) Notwithstanding the limitations in paragraph (vi) above, a member or Registered Member Affiliate that is permitted to use the Certification Mark under this Manual may authorize a third party to publish the Certification Mark as part of an advertisement for a certified product provided that the use of Certification Mark complies with all Certification Mark requirements in this Manual. The member or Registered Member Affiliate, as applicable, will be solely responsible for the third party's use of the Certification Mark and will be liable for any misuse of that Mark by the third party. Once the member or Registered Member Affiliate is aware that a third party is incorrectly using any of the Marks, the member or Registered Member Affiliate is



required to immediately cause the third party to correct any use of the Certification Marks that are not in compliance with this Manual .

- (d) The member must also use the Capabilities Label on the same item or in the same materials if use of the Capabilities Label on that item or in those materials is mandatory under the requirements of Exhibit B.

7. Labeling Requirements. The following provisions apply to the Capabilities Label:

- (a) After the member's product passes certification testing, the member may use the Capabilities Label that identifies the components of the testing that the product successfully passed.
- (b) When the Certification Mark is used on product packaging, the Capabilities Label must also be used on the package.
- (c) If the member uses either the Capabilities Label or the Certification Mark, the member's Web site will include a location for the Capabilities Label on pages where Wi-Fi CERTIFIED products are described and the member shall identify that location to the Wi-Fi Alliance.
- (d) The Capabilities Label will be used in accordance with the requirements outlined in Exhibit B.
- (e) Since the Capabilities Label contains the Certification Mark, usage of the Capabilities Label shall comply with the general use requirements for the Certification Mark identified in Sections 4, 5 and 6 above to the extent that those requirements are not inconsistent with the requirements of Exhibit B.

8. Members who are certifying products may obtain the official version of the Certification Mark and the applicable Capabilities Label(s) in electronic form by requesting a copy from the Wi-Fi Alliance's Executive Director. Members are eligible to obtain a copy for use once certification has occurred. In addition, members may obtain a copy prior to certification under a limited license solely for the internal purpose of preparing packaging and promotional materials for the product that the member intends to certify. A member requesting an advance copy of the Certification Mark and the Capabilities Label must specify at the time of request which Capabilities Label will apply to the product once it is certified.



Promotional Items

To promote awareness of Wi-Fi CERTIFIED 802.11 products and services, and support the Wi-Fi Alliance's mission to promote these products and services, the Wi-Fi Alliance permits the following logo to be used to identify Wi-Fi Alliance members as being affiliated with the organization and to be placed on typical promotional items.



Use of this logo is subject to the following terms and conditions:

1. **Form.** This Mark may only be used in accordance with the general form guidelines that are described on page 11.
2. **Notice.** Notice must be included with the Mark as specified in the general notice guidelines that are described on page 11.
3. **Proper Usage.** Usage of the Mark must comply with the following requirements:
 - (a) The Mark may only be used by current Wi-Fi Alliance members and by Registered Member Affiliates. Neither members nor Registered Member Affiliates may "pass through" Mark usage rights to subsidiaries or affiliates, OEMs, distributors, or resellers, etc.
 - (b) The Mark may be used in association with the member's company name to identify affiliation with the Wi-Fi Alliance.
 - (c) The Mark may be used on standard promotional items, such as bumper stickers, coffee mugs, t-shirts, baseball hats, flying disks, and tie clips.
 - (d) The Mark may not be used with any electronic equipment.
 - (e) The Mark may not be used in proximity to any electronic equipment, including, without limitation, on the equipment, on packaging for the equipment, in proximity to the equipment on displays, or in advertisements for the equipment.
 - (f) The Mark may not be used in any manner that implies certification of a product or service.
 - (g) The Mark may not be used in any manner that would imply Wi-Fi Alliance endorsement of a specific company, its products, or its services.
 - (h) The Mark may not be used as a trademark or a service mark by any member or Registered Member Affiliate.
 - (i) The Mark may never be used in a manner that would disparage the Wi-Fi Alliance.



4. Members may obtain an electronic copy of the official version of this Mark by requesting a copy from the Executive Director.



Service Providers

Many companies provide Internet access in public venues through Wi-Fi CERTIFIED products. The Wi-Fi ZONE logo is to be used by public access locations that meet the requirements outlined in Exhibit C. This certification program is designed to assist in the promotion of the availability of Wi-Fi CERTIFIED product-based services. The following rules apply to the use of the Wi-Fi ZONE mark in association with Wi-Fi CERTIFIED based public access service locations:



Use of this logo is subject to the following terms and conditions:

1. **Form.** This Mark may only be used in accordance with the general form guidelines that are described on page 11.
2. **Notice.** Notice must be included with this Mark as specified in the general notice guidelines that are described on page 11.
3. **Proper Usage.** Usage of this Mark must comply with the following requirements:
 - (a) The Mark may only be used by Wi-Fi ZONE licensees whose services have been certified by the Wi-Fi Alliance. Licensees may not “pass through” mark usage rights to subsidiaries, affiliates, OEMs, distributors, or resellers, etc.
 - (b) The Mark may be used in association with the licensee’s company name to identify affiliation with the Wi-Fi Alliance.
 - (c) The Mark may not be used on or with any electronic equipment.
 - (d) The Mark may not be used in proximity to any electronic equipment, including, without limitation, on the equipment, on packaging for the equipment, in proximity to the equipment on displays, or in advertisements for the equipment.
 - (e) The Mark may not be used in any manner that would imply Wi-Fi Alliance endorsement of a specific company, its products, or its services.
 - (f) The Mark may never be used in a manner that would disparage the Wi-Fi Alliance.
 - (g) The Mark may be used at the premises where the services are provided. This can be in the form of a graphic on a sign, banner, placard or other similar promotional item to identify the availability of the service.
 - (h) The Mark may be used in electronic and print advertisements and other promotional material pertaining to the services, provided that such usage unambiguously connects the Mark to the services.



- (i) The Mark may only be used at venues where all of the IEEE 802.11 based wireless products that will be used to provide the service have been certified by the Wi-Fi Alliance.
 - (j) The licensee must follow the procedures outlined in Exhibit C to obtain the rights to use the Mark for each venue.
4. Licensees may obtain an electronic copy of the official version of this Mark through a request to the Executive Director once the Wi-Fi Alliance has approved the license. In addition, a member wishing to become a licensee may obtain a copy prior to certification under a limited license solely for the internal purpose of preparing promotional materials for use once the certification process has been completed.



General Form Requirements

Following are the general form guidelines for the Marks.

1. The Marks may not be altered, cut apart, separated, or otherwise distorted in perspective or appearance.
2. The Marks must stand-alone; that is, they may not be combined with or incorporated into other words, phrases, or designs.
3. The Marks must remain in English and never be translated to other languages, even when the Marks are used in countries outside of the United States.
4. The presentation of each Mark must comply with the graphic usage guidelines attached as outlined in Exhibit D.

General Notice Requirements

Following are the notice guidelines for the Marks.

1. The Wi-Fi CERTIFIED Mark (i.e., the logo) must be used with a “®” symbol to designate that the Mark is a registered certification mark. The Wi-Fi Alliance Mark is not used with any registration symbol and the Wi-Fi ZONE mark is used with a “™” symbol.
2. The applicable symbol should always be in immediate proximity to the Mark.
3. In text material relating to a Mark, the statement, “The ‘Wi-Fi CERTIFIED’ logo is a certification mark of the Wi-Fi Alliance” may be used in addition to the appropriate notice symbol to indicate that the Wi-Fi Alliance owns the Mark. A comparable phrase may be used for the other Marks, namely “The ‘Wi-Fi ZONE’ logo is a certification mark of the Wi-Fi Alliance,” and “The ‘Wi-Fi Alliance’ logo is a trademark of the Wi-Fi Alliance.” The statement should be placed where normal explanatory information is found (e.g., the bottom of an advertisement or poster, the bottom of the relevant page in a manual or brochure, or on the product packaging). Translations of this statement into several languages are available at:

http://www.wi-fi.org/membersonly/pdf/Wi-Fi_Branding_Notice_Translations.pdf



Word Marks

Use of Word Marks That Correspond to Logos are Generally Prohibited.

The Wi-Fi Alliance owns several “word marks” that consist of the spoken version of the marks outlined in this Manual, namely “WI-FI CERTIFIED,” “WI-FI ALLIANCE,” and “WI-FI ZONE.” Except as described in this Section, the Wi-Fi Alliance is not presently licensing the use of any of these word marks and reserves to itself the exclusive right to use them in its sole discretion. These marks, if used, would be confusingly similar to the “Wi-Fi CERTIFIED” logo, the “Wi-Fi Alliance” logo and the “Wi-Fi ZONE” logo and their use would constitute a violation of the requirements of this Manual. Use of these word marks in place of the logos is prohibited and the use of these word marks is restricted to the uses described below.

Exception: Authorized Use of “Wi-Fi CERTIFIED” and “Wi-Fi ZONE.”

Notwithstanding the foregoing restrictions, the companies that have obtained certification of equipment may use the word mark “Wi-Fi CERTIFIED™” in association with certified products and companies that are participating in the Wi-Fi ZONE certification program may use the word mark “Wi-Fi ZONE™” in association with the public access services that it is providing at locations that the W-Fi Alliance has authorized in accordance with the procedures outlined in Exhibit C.

Form: The correct form for the authorized use of each word mark is to represent “Wi-Fi” in its typical fashion, with an initial capital “W” and “F,” each “i” lowercased and the two words separated by a hyphen and no space. The other word that comprises the word mark is presented in uppercase form, “CERTIFIED” and “ZONE,” as applicable.

Notice: A “™” should be included, at minimum, with the initial occurrence of the word mark to identify that it is being used as certification mark. Inclusion of notice in subsequent references is optional.

Usage Guidelines: The Wi-Fi CERTIFIED logo and the Wi-Fi ZONE logo are the primary authorized marks for designating to the public the user’s compliance with the requirements and standards of the respective certification programs. The word marks are not intended to be a substitute for these logos. Following are the use requirements for each authorized word mark:

1. A company that is authorized to use the word mark may use the mark in any font, provided that the font is capable of distinguishing between lowercase and uppercase letters and provided that the user complies with the capitalization convention described above.
2. The word marks may only be used to designate certification: “Wi-Fi CERTIFIED” may only be used in connection with products that the Wi-Fi Alliance has certified and “Wi-Fi ZONE” may be used only for those public wireless access locations that have been certified by the Wi-Fi Alliance.
3. The word marks may only be used in promotional materials or, in the case of “Wi-Fi CERTIFIED,” on packaging and in user documentation or other materials that accompany or describe the certified product. “Wi-Fi CERTIFIED” may only be used on certified products and may only be as part of narrative, not as the sole certification mark on the product.
4. The general form guidelines on page 11 apply to word marks.
5. The general notice guidelines on page 11, as modified above, apply to the word marks.



6. With respect to “Wi-Fi CERTIFIED,” Section 3 of the mark usage guidelines for use of the “Wi-Fi CERTIFIED” logo apply except to the extent modified in this Section for word marks.
7. With respect to “Wi-Fi ZONE,” Section 3 of the mark usage guidelines for the “Wi-Fi ZONE” logo applies except to the extent modified in this Section for word marks.

Other Word Marks That Pertain to Certification

The Wi-Fi Alliance has coined the phrase “Wi-Fi[®] Protected Access” to identify its new program to test and certify the interoperability and security of certain enhanced security technologies that are being incorporated into IEEE 802.11 devices. The correct form of this Mark is with the standard representation of “Wi-Fi[®]” and with the words “Protected Access” containing initial capital letters but otherwise using lowercase letters. The correct notice for this Mark is to identify the claim to include the registration notice for the “Wi-Fi[®]” Mark as shown in the above example.

The Mark, “Wi-Fi[®] Protected Access” is used to identify the Wi-Fi Alliance certification program for wireless networking security features and to identify products that have been certified under this program. The Mark may be used in conjunction with the “Wi-Fi CERTIFIED” logo on or in connection with products that have been certified for Wi-Fi[®] Protected Access.

Mark Usage Violations

If the Wi-Fi Alliance becomes aware of a violation of the Manual, it may take any of the following actions:

1. The offending party will be contacted in writing or by telephone.
2. A reasonable amount of time, as determined in its sole discretion by the Wi-Fi Alliance will be given to correct noncompliance.
3. If the offending party fails to correct the noncompliance, the Wi-Fi Alliance may suspend or terminate the offending party’s membership if it is a member of the Wi-Fi Alliance, and/or bring legal action, as the Wi-Fi Alliance determines to be appropriate under the circumstances.

No delay or failure by the Wi-Fi Alliance to take one of the foregoing actions shall be construed as a waiver by the Wi-Fi Alliance of its enforcement rights or acceptance by the Wi-Fi Alliance of noncompliance.



Use of "Wi-Fi[®]"

In 1999, the Wi-Fi Alliance created the term "Wi-Fi[®]" for use as a Mark in certain contexts. The Wi-Fi Alliance has devoted significant resources to registering this Mark both in the United States and abroad and in protecting those rights against inappropriate and unauthorized use. This Mark provides the basis for the Wi-Fi Alliance's certification marks, "Wi-Fi CERTIFIED" AND "Wi-Fi ZONE," as well as the organization's identity, the "Wi-Fi Alliance," and is thus an extremely valuable asset of the Wi-Fi Alliance. In furtherance of the organization's purpose, the Wi-Fi Alliance is willing to license the Mark "Wi-Fi," provided in each case that the licensee complies with the terms of the license and otherwise respects the Wi-Fi Alliance's ownership rights in its "Wi-Fi" Mark. It must be remembered at all times that "Wi-Fi" is a registered Mark that is owned by the Wi-Fi Alliance and the Wi-Fi Alliance reserves all rights in the Mark.

1. Presentation. Licensees shall observe the following form requirements in their presentation of the Mark:

- (a) "Wi-Fi" must always be used with a capital "W", lowercase "i", hyphen, capital "F", and lowercase "i".
- (b) The Mark may be used in any font that is capable of differentiating between uppercase and lowercase characters.

2. Notice. Licensees shall comply with the following notice requirements:

- (a) Licensees shall acknowledge the Mark's status as a registered mark by including the "®" notice with the Mark in their use of it: "Wi-Fi[®]". Such notice shall be provided, at minimum, with the initial occurrence of the Mark, provided, however, that the Wi-Fi Alliance encourages licensees to provide the notice with all occurrences of the Mark. Licensees should not, however, include the notice in instances in which the Mark is being used as an element of another Wi-Fi Alliance Mark, such as, for example, "Wi-Fi CERTIFIED[™]" and "Wi-Fi ZONE[™]". In those instances, the notice requirements for each entire Mark will apply.
- (b) Licensees are encouraged to provide a textual acknowledgment of the Mark's status as a Wi-Fi Alliance mark as follows: "The mark 'Wi-Fi' is a registered mark of the Wi-Fi Alliance." If the licensee provides textual notice of other proprietor's' rights in their respective marks, it shall also include a reference to the "Wi-Fi" Mark in such notice.

3. Usage Guidelines.

- (a) **Introduction – Definition.** The Wi-Fi Alliance created the Mark "Wi-Fi." The Mark is intended to signify that products Wi-Fi CERTIFIED IEEE 802.11 products provide a degree of accuracy that makes them no different from the corresponding products in a traditional wired network. Moreover, the Mark is intended to create an association with the Wi-Fi Alliance's certification efforts and promotion of interoperability among IEEE 802.11 products and services both by creating a name association and by signifying that products that have undergone certification are meeting the technological requirements of the IEEE 802.11 standard and are more interoperable than those products that have not received certification.

It follows from the above discussion that the Mark "Wi-Fi[®]" is not a synonym for the phrase "IEEE 802.11" and is not intended to simply describe that standard or the products and technologies that are required to implement it. Instead, the Mark "Wi-Fi" is intended to be used in association with (i) wireless LAN products that are **both** based on the IEEE 802.11 standards **and** are certified under the Wi-Fi Alliance product certification program, and with (ii)



services that employ such products. The Mark is also intended to be used to suggest the Wi-Fi Alliance's promotion of products that it has certified for interoperability under IEEE 802.11 standards.

- (b) **Approved Uses.** The Wi-Fi Alliance will permit uses of the "Wi-Fi" Mark as a standalone mark that gives effect to the principles described above in paragraph 3 (a). The Mark must be used adjectivally, though use of the Mark in a context in which accompanying noun is implicit. Examples of such acceptable usage include the following: "Wi-Fi products are now appearing everywhere in home and business networks." "The company has developed a set of wireless networks using Wi-Fi access points at its coffee shops and other public locations." "The Wi-Fi Alliance's Wi-Fi certification program was developed to ensure that wireless networking products that employ the same variant of the IEEE 802.11 high rate standard will have a high degree of compatibility and will operate well together regardless of the manufacturer."
- (c) **Prohibited Uses.** Licensees may not use the "Wi-Fi" Mark in a manner that is inconsistent with the principles described in paragraph 3(a) above. The principal prohibited uses of the Mark are outlined below. Among these, the three areas of particular concern are that (i) the Mark may not be used as a synonym for IEEE 802.11 (or any particular implementation thereof) as applied to uncertified products or services, (ii) the Mark may not, either by itself or in combination with any word, phrase, design or other element, be used as a trademark or service mark, and (iii) the Mark may not be used in a manner that could create confusion concerning the Wi-Fi Alliance's certification efforts or the certification status of a product or service. Examples of each of these principles are outlined below:
- (i) **The Mark is Not Synonymous With the IEEE 802.11 Standard.** As discussed above, the Mark is intended to signify the superior technical capabilities of products using the IEEE 802.11 standard, as confirmed and certified through the Wi-Fi Alliance's certification program. Since not all products are certified, it is incorrect to use the Mark interchangeably with "IEEE 802.11." For example, the following sentence shows usage of the Mark that is improper for this reason (with improper usage **highlighted**): "The company has just announced the release of its latest **Wi-Fi** PCMCIA card. The company stated that it has not yet submitted the card, which operates exclusively on the IEEE 802.11g draft standard, for certification testing by the Wi-Fi Alliance, but indicated that it would do so as soon as the Wi-Fi Alliance began offering such certification. The company also expressed confidence that the card is fully certifiable for **Wi-Fi** interoperability."
- (ii) **The Mark May Not be Used in a Manner That is Proprietary to a Particular Licensee.** Licensees may not use the Mark as a trademark or service mark for a specific product or service. That is, the Mark may not be used on or in association with the products or services of one vendor to distinguish them from other products or services that also employ the IEEE 802.11 standard and have been certified, or to identify the licensee using the Mark as a unique source for those products or services. For example, a company may not include "Wi-Fi®" as part of the product name or as any identifying feature of the product. On this basis, a product with a name such as "XYZ Company Wi-Fi PCMCIA card" or "XYZ PCMCIA card, Model 123xyz Wi-Fi," would be a permitted use of the Mark. Similarly, it would violate this Manual to include the Mark as part of the company's name (e.g. XYZ Company Wi-Fi Division.)"
- (iii) **Use of the Mark in Relation to Certification.** The Wi-Fi Alliance devotes significant time and energy to its certification programs which use the Mark "Wi-Fi CERTIFIED™," for certified products and the Mark "Wi-Fi ZONE™" for public access services that are provided using products that the Wi-Fi Alliance has certified. The distinctive feature of



each of these Marks is the Mark “Wi-Fi[®]”. Licensees are accordingly prohibited from using the Mark in any manner that would weaken the strength and value of the Wi-Fi Alliance’s certification marks by creating confusion regarding their significance:

- (1) The Mark “Wi-Fi” may not be used in conjunction with any word or phrase that could lead the public to believe that a non-certified products or service has been certified. Examples of phrases that may only be applied to certified products include, but are not limited to: “Wi-Fi CERTIFIED,” “Wi-Fi Certified,” “Wi-Fi certified,” “Wi-Fi approved,” “Wi-Fi interoperable,” “Wi-Fi compatible,” “compatible with Wi-Fi,” “Wi-Fi compliant,” “complies with the Wi-Fi standard,” and “complies with the Wi-Fi specification”.
 - (2) The Mark “Wi-Fi” may not be used in a context that implies that a product or product component will or may successfully pass certification testing in the future or that a product component, when combined with other components or products, will result in a product that will or may successfully pass certification testing in the future. Prohibited uses include, without limitation, “Wi-Fi certifiable” and “Wi-Fi capable.”
 - (3) The Mark “Wi-Fi” may not be used in the same sentence as the product name for a chip or chipset since doing so would imply certification of the chip or chipset outside of the specific implementation in a product that is submitted for certification.
 - (4) Any comparable use of the Mark that could cause confusion regarding the certification status of services is similarly prohibited.
- (iv) **No Combination With Licensee Marks.** The Mark may not be combined with or incorporated into any mark of the Licensee or presented in a manner that would give the impression that the Mark is combined with or incorporated into the Licensee’s marks.
- (v) **No Identifying Usage.** The Mark may not be used in any manner to uniquely identify the Licensee or its products or services. Prohibited uses include, without limitation, use of the Mark as part of a company name, a domain name, or a Web site title. Also prohibited is the use of the Mark on letterhead, business cards, or other stationery.
- (vi) **No Use as Wi-Fi Alliance Endorsement.** The Mark may not be used in any manner that would imply Wi-Fi Alliance endorsement of a specific company, its products, or its services.
- (vii) **No Disparagement.** The term may never be used in a manner that would disparage the Wi-Fi Alliance.
- (d) **Future Expanded Usage.** The Wi-Fi Alliance’s certification program will evolve over time in response to changes in the IEEE 802.11 standard and each variant thereof. Aspects of the standard that are not presently part of the certification process, such as, for example, the implementation of security measures, are likely to become subject to certification testing in the future. In addition, the Wi-Fi Alliance may elect to create new Marks incorporating the “Wi-Fi[®]” Mark which would require additional license restrictions that are not presently necessary. Accordingly, as owner of the Mark, the Wi-Fi Alliance reserves the right to modify or terminate the license rights to the Mark as described in this document at any time.



Exhibits



Exhibit A – Procedure for Certification Logo Approval

Submit products for certification testing.

Products will be tested on a "first come, first served" basis. Slots in the product testing queue will be assigned at the time the product is submitted for testing. In order to submit products, the vendor must meet the following requirements:

1. The vendor must be a member in good standing in or with the Wi-Fi Alliance.
2. All 802.11 physical layers on a device must be tested for certification for any of them to receive certification.
3. The vendor must have a purchase order in place with the test lab.
4. The vendor must complete the test application and submit it to the test lab.
5. The equipment must be delivered to the test lab.

All test results will be treated as confidential information by both the test facility and the vendor. The test facility will notify the Wi-Fi Alliance of devices that receive a passing grade for interoperability testing. The test facility will not notify the Wi-Fi Alliance of devices that fail interoperability testing.

For more information, contact:

Test Engineering Manager
(408) 432-3845
joe@svnl.com

North American facility address:

Agilent's ICL
2681-A Zanker Rd.
San Jose, CA 95134

European facility address

Agilent Technologies UK Ltd.
Eskdale Road
Winnersh Triangle
Wokingham, Berkshire RG41 5DZ
United Kingdom

Japanese facility address:

Agilent Technologies Japan, Ltd.
Takaido Office
NAF Bldg.,
3-8-20, Takaido-Higashi, Suginami-Ku
Tokyo
Japan

Taiwanese facility address:

Agilent Technologies Taiwan
7 Fl., No. 2, Sec. 1, Fushing South Rd.,
Taipei, Taiwan

If the product passes the interoperability certification test, the lab notifies the Wi-Fi Alliance.

The Wi-Fi Alliance Technical Director will send an informal notification to the member.



The vendor will sign and submit a Certification Authorization Letter to the Wi-Fi Alliance.

The Wi-Fi Alliance board has 72 hours to review the Certification Authorization Letter.

The Wi-Fi Alliance Executive Director will send a Final Authorization Letter to the member confirming successful certification. At this time, the Executive Director will also forward to the member the License Agreement pertaining to its use of Marks.

All written communication with the Wi-Fi Alliance in this process should be addressed to:

Executive Director
Wi-Fi Alliance
2750 West El Camino Real, Suite 304
Mountain View, California
94040-1313



Exhibit B – Capabilities Label

The Capabilities Label was designed to accompany the Wi-Fi CERTIFIED logo to provide added information related to the Wi-Fi CERTIFIED product's capabilities. The following table provides a summary of where the Capabilities Label must be used.

Label Placement Location	Wi-Fi Alliance
On packaging when Wi-Fi CERTIFIED logo is used	Mandatory
On the vendor Web site	Mandatory
On the product data sheet	Recommended
On the product (+ frequency indicator)	Recommended
In the driver software	Recommended
In the product collateral and user manuals	Recommended

a. Placement of Capabilities Label on Packaging.

It is highly recommended that the Wi-Fi CERTIFIED logo be used on all packaging that contains Wi-Fi CERTIFIED products. In addition, if the Capabilities Label is used for any purpose in connection with a Dual Band or Multiple Capabilities Product, the Capabilities Label must also be included on the product packaging. The minimum width of the label is 1.25 inches.

The recommended width is between 1.25 to 1.5 inches.



i. Capabilities Label Placement Recommendations

The label may be placed either on the back, side panel, or front of the box. It is not recommended that it be placed on the bottom of the box. The “bottom” refers to the panel that does not display when the box is in its preferred shelf display configuration. Ideally, the Capabilities Label should be placed on the back of the box with other compliance, certification, or system requirements information.

b. Placement on the Certification Holder's Web site

The manufacturer must place the Capabilities Label on its Web site in a way that indicates that it is only for a specific product. The Capabilities Label is only issued for a single product and may not be used in a way that could indicate that multiple or all the products of a vendor have the capabilities indicated in the label.



The ideal location for the Capabilities Label would be in the product section of the company's Web site on the page that describes the specific Wi-Fi CERTIFIED product. In all instances, the Capabilities Label for a product must be graphically tied to the product that has been certified. In no instance shall a Capabilities Label be used in such a way that it is not clear to which product it applies.

c. Frequency Band Indication on Product

It is recommended that a frequency band indicator or specification be included on the product. This is particularly important if the frequency is not clearly noted elsewhere on the product's label.

d. Capabilities Label Placement on Products

It is recommended that the Capabilities Label be placed on the product where possible. This would include, but is not limited to PC cards, access points, USB clients, Compact Flash cards, or even embedded devices such as PCI, ISA, and mini PCI cards.

i. Capabilities Label on Devices with Embedded Wi-Fi CERTIFIED Components

Laptops, PDAs, or other technology with embedded Wi-Fi CERTIFIED components should place the Wi-Fi logo together with the other logos, including the Frequency Band indication where appropriate. This would typically be on the bottom or back of the device.

ii. Device Driver Applet

Wi-Fi technology is embedded in many product configurations. As a result, the information on the Capabilities Label would be inaccessible to the end user. In this case the Capabilities Label, or an active URL to it, should be placed in the driver applet.

e. Placement of the Capabilities Label on Collateral

The best location for the Capabilities Label is in the compliance section or specifications section of the collateral. This would typically apply to product data sheets, product literature, and user manuals.

It is strongly encouraged that all collateral use terminology consistent with that of the Capabilities Label.



Exhibit C – Procedure for Service Provider Logo Approval

1) General Procedures

For a Service Provider to qualify for the Wi-Fi ZONE certification program they must meet and maintain the following Minimum Quality Requirements:

a) Service Quality Requirements

- i) All 802.11 equipment at the venue must be Wi-Fi CERTIFIED
- ii) All locations must have coverage with 802.11b Wi-Fi CERTIFIED equipment in areas where 802.11a equipment is used
- iii) The locations must support standard VPN protocols (IPSEC, L2TP and PPTP)
- iv) The venue must have greater than 2Mbps data rate in service areas
- v) Access points must broadcast an SSID (Descriptive SSID for the location is preferred)
- vi) The Internet connection must have a minimum of a 128 Kbps back-haul connection for every two access points for the first twelve access points and scaled as appropriate thereafter
- vii) The venue must operate with greater than 99% uptime during the operational hours of the location
- viii) The venue must support home page redirection at “for fee” service venues
- ix) The location will sign an affidavit indicating that the coverage and performance requirements have been met for the service areas whether they are done by themselves or by an independent site surveyor

b) Minimum Customer Care Requirements

- i) The location will provide site specific end-user instructions that will be in hard copy and easily accessible to the user
- ii) First tier “live person” customer support will be available when venue is open – either in person or via a toll free telephone number
- iii) Each licensed provider will maintain a customer support Web area that will include:
 - (1) Basic education on how to use the technology
 - (2) Billing options
 - (3) A customer support telephone number that is placed as specified on b.i above and on the redirection page

2) Licensing Process

The Service Provider wishing to participate in the Wi-Fi ZONE Certification Program will have the appropriate number of Wi-Fi ZONE licenses for each location.

3) Process for Establishing a Certified Site

- a) The Service Provider goes to the Wi-Fi ZONE Certification Program Web site (www.wi-fizone.org) and completes the application process. This includes submitting an electronic file, for greater than 25 locations, containing information for all of the required fields or using one of the venue editing systems on the Web site for 25 or fewer locations. This will include a warranty by the Service Provider that only Wi-Fi CERTIFIED equipment will be used at the sites.
- b) All of the necessary forms and directions to complete an application for Wi-Fi ZONE certification can be found on the Wi-Fi ZONE Certification Program Web site. The Wi-Fi Alliance Board of Directors has 72 hours from the date submitted to review these applications.
- c) If approved, and after receipt of the appropriate licensing fee, the Wi-Fi Alliance Executive Director will send a Final Authorization Letter to the Service Provider confirming that the Services Provider’s sites



have been certified. At this time, the Executive Director will also forward to the member, the License Agreement pertaining to its use of the Wi-Fi ZONE Logo.

The Wi-Fi Alliance will use the information gathered in this process to build a list of Service Providers and locations that offer Internet access using Wi-Fi CERTIFIED products.

It is understood that the infrastructure will expand over time. Registration of additional venues can be accomplished online without additional approvals if they are within the scope of the Licensing Agreement. If additional licenses are required, they can be requested at the Wi-Fi ZONE Certification Program Web site.

All written communication with the Wi-Fi Alliance in this process should be addressed to:

Executive Director
Wi-Fi Alliance
2750 West El Camino Real, Suite 304
Mountain View, California
94040-1313



Exhibit D – Graphic Usage Guidelines

The following describes the graphical guidelines for the Wi-Fi CERTIFIED logo.

Wi-Fi Logo

Usage Guidelines for the Wi-Fi Logo

The guidelines outlined in this document provide the basic information needed for using the Marks in all printed and on-screen materials. This logo represents an innovative technology, and with careful implementation, will help build its recognition.

1. Logo Elements

The Wi-Fi CERTIFIED logo visually symbolizes the concepts of wireless technology, speed and communication. Please do not alter any of the elements in the Wi-Fi CERTIFIED logo. Always use the logos as provided electronically and do not attempt to change the configuration or proportion of any artwork.

2. Color

Due to the variety of production means for potential applications of the Wi-Fi CERTIFIED logo, the color has been kept very simple. The Wi-Fi CERTIFIED logo is 100% black and white as shown at right. The artwork is available in two color configurations depending upon whether you are featuring it in a positive or reverse application. These two configurations also apply to the Wi-Fi Alliance mark and Wi-Fi ZONE logo as well.

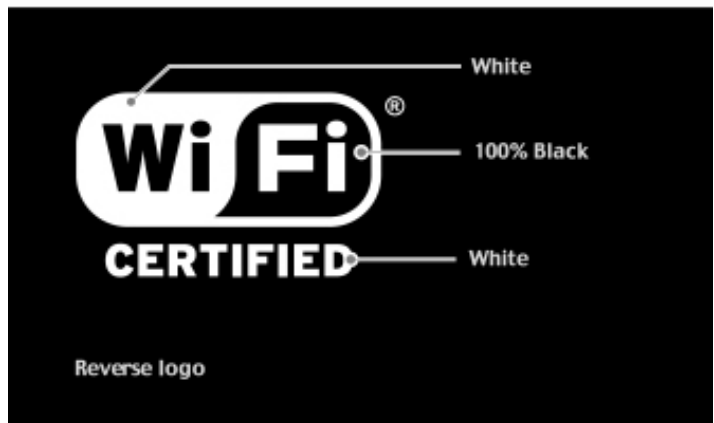
1. Logo Elements



2. Wi-Fi Color



Positive logo



Reverse logo



3. Recommended Clear Space

While it is not always possible to control the location and size of an area in which the Wi-Fi CERTIFIED logo is applied, please use the following clear space recommendation whenever possible.

Clear space is the area surrounding the Wi-Fi CERTIFIED logo that should be kept free of other logos, graphics or text.

This rule also applies when placing the logo near the edge of a surface. Minimum clear space equals 2x where "x" is defined by the width of the "i" in the logo as shown at right. Allowing additional clear space is always preferred.

3. Clear Space



4. Preferred Minimum Size Guidelines

Due to the variance in resolution between printed materials and web applications, two minimum size standards have been developed to preserve the integrity of the Wi-Fi CERTIFIED logo.

The following minimum size standards should serve as recommendations to follow whenever possible.

When the Wi-Fi CERTIFIED logo appears in printed applications, the preferred minimum size standard is .25" and larger, however, displaying the logo at a larger size is always preferable.

On-screen resolution is low, therefore the minimum size standard is larger than that of the printed standard. In applications which display the Wi-Fi CERTIFIED logo on-screen, the preferred minimum size standard is .5" and larger.

4. Minimum Size Standards





5. Logo Variations

All of the Wi-Fi Mark variants are presented here.

The same graphics guidelines apply to all versions of the Wi-Fi Alliance Marks.

5. Logo Variations

