

ADOBE FLASH TRADEMARK GUIDELINES

3rd-party guidelines for use of the Flash trademark

Updated 15 December 2008



Contents

Adobe Flash trademark guidelines

Introduction	1
Flash trademark usage and output file guidelines	2
Examples of correct and incorrect usage.....	4
Definition of terms to use and terms to avoid	5
Attribution statements.....	6
For more information	7

Introduction

Trademarks help protect corporate and product identity, and Flash is one of Adobe's most valuable trademarks. By following these guidelines, you can help Adobe protect the Flash brand name. The Flash trademark must never be used as a common verb, as a noun, or as a generic term for animation, video or to describe the output format. The Flash trademark should always be capitalized and should never be used in possessive form, or as a slang term. It should be used as an adjective to describe the product, and should never be used in abbreviated form.

These guidelines have been developed to help our partners and customers who use or refer to Adobe's Flash family of products.

Flash trademark usage and output file guidelines

- Flash is an Adobe trademark that is used with Adobe's platform of multimedia authoring and playback systems based on its family of Flash software products, also referred to as Flash technology. These products include Flash, Flash Professional, Flash Player, Flash Media Server, FlashCast, Flash Cast, Flash Home and Flash Lite.
- Use of the Flash trademark should always be in compliance with Adobe's Permissions and Trademark Guidelines, which state in part that third parties may not incorporate or include, in whole or in part, any Adobe trademark into that third party's company name, product name, service name, trademark, logo or Internet domain name. The entire text of the guidelines is found on-line at www.adobe.com/misc/agreement.html.
- Except for such referential use as permitted in these supplemental guidelines, Adobe does not permit the use of the Flash trademark by companies other than Adobe for software, hardware, or other related products, unless the company has obtained a license from Adobe to do so.
- The Flash trademark is never to be used as a generic term for animation, video or any kind of file format or content. It should always be used as an adjective to describe the specific Adobe software product, and never as a verb or noun.
- Companies who are not Adobe licensees but who claim to have technology that is compatible with Adobe Flash products may claim, if true, that their products are "compatible with Flash X" as long as nothing in the circumstances would create consumer confusion. Such companies may not make use of terms such as "Flash files," "Flash animation," or "Flash video" in connection with their clone products or product output.

Flash trademark usage and output file guidelines, cont.

- Third parties who implement products or services using Adobe's SWF and FLV File Format Specification may not use "Flash" in the name of their product or service.
 1. If a third party has fully complied with one of the above specifications, they may refer to its product(s) or service(s) as "Flash Player compatible" or as featuring "Flash Player compatible output", but not as being "Flash Enabled"
 2. Third parties will not refer to output files from their product or services as "Flash files," "Flash animation," or "Flash video files." Nor may third parties use "Flash files", "Flash Animation" "Flash video" or "Flash content" when referring to the files or content that are compatible with their products or services.

Further, third parties should not describe any output as .SWF or .FLV extensions unless they have fully complied with the SWF and FLV File Format Specification. Third parties may not refer to any other file extensions or products as "Flash Player compatible" or "Flash Player compatible output" unless they are under license from Adobe.

For more information about licensing, please visit www.adobe.com/licensing.

Examples of correct and incorrect usage

CORRECT: I used Adobe® Flash® technology to create the cartoon.

INCORRECT: I used Flash to create the cartoon.

CORRECT: The teacher made .FLV files using the Adobe® Flash® Video Encoder product.

INCORRECT: The teacher made Flash videos to present to the class.

CORRECT: Our products create animation which can be viewed using the Adobe® Flash® Player.

INCORRECT: Our products create Flash animations.

[Note: Similar phrasing should be used when using “content” or “files” in place of “animation.”]

CORRECT: Our product exports .SWF [.FLV] files that are Adobe Flash Player compatible.

CORRECT: Our products are Adobe Flash Player compatible.

INCORRECT: Our product exports Flash files [Flash Video].

CORRECT: We provide comprehensive support for streaming and progressive download of .FLV files, playable in Adobe® Flash® Player.

INCORRECT: We provide comprehensive support for streaming and progressive download of Flash Video.

CORRECT: The speaker described XYZ’s component for Adobe® Flash® Professional software.

INCORRECT: The speaker described XYZ’s Flash component.

CORRECT: The company prides itself on its APIs for ActionScript™ language.

INCORRECT: The company prides itself on its Flash APIs.

Definition of terms to use and terms to avoid

Acceptable terms:

Adobe Flash software
Adobe Flash authoring tool
Adobe Flash platform
Adobe Flash program
Adobe Flash Player
video for Adobe Flash (note the lowercase “v”)
Adobe Flash Player compatible
Flash on. (for campaign use only)

Remember, we sell software for creating content, we don't sell content. So using terms such as Flash Video or Flash Animation is misleading, and does not clearly convey the Flash product.

Terms to avoid:

Flash animation
Flash video
Flash content
Flash file
Flash video file
Adobe Flash in HD (This implies that “Adobe Flash” is content, not technology. “Adobe Flash” on its own can only refer to Adobe Flash Professional, never to refer to content, animation, video, etc. “In” implies that Flash content is being presented in HD. There is no HD versions of our technology, only output that is in an HD format.)

Definition of terms:

- Adobe Flash — authoring tool
- Adobe Flash platform — refers to all or specific products under the Flash brand
- Adobe Flash Player — client runtime
- Adobe Flash Player compatible — video or animation content that is compatible or plays on Adobe Flash Player
- Adobe Flash Professional — authoring tool
- Adobe Flash Technology — refers to all or specific products under the Flash brand
- Flash — authoring tool
- Flash on. — New video campaign theme to be used only on campaign communications.
- FLV files — refers to the output filetype created using Adobe Flash Professional
- video for Adobe Flash — video output that is compatible or plays on Adobe Flash Player

Attribution statements

Please include an attribution statement (which may appear in small, but still legible, print) when using any Adobe trademarks in any published materials. The statement should read:

Adobe and Flash are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

If your communication includes other products, the standard attribution statement should read:

[List of Adobe marks used, beginning with “Adobe” followed by any other marks in alphabetical order] are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

For example:

Adobe, Acrobat, Adobe Premiere, After Effects, Flash, Photoshop and PostScript are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

The attribution statement typically is included with other legal lines, such as a copyright notice, at the bottom of a web page or, if in printed material, at the end of the document or on the copyright page of a book or manual.

For more information

If you have any questions regarding your use of Flash, please contact your Adobe representative.

For legal questions, please contact:

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