Guidelines for Customer Use of the
PerSe® Trademark and Brand

In the event of any conflict between the guidelines in this document and any other document regarding usage of the PerSe mark and logo, this document prevails.

These guidelines relate solely to use of the PerSe® logo and PerSe® mark owned by Semtech Corporation ("Semtech")

General Trademark **Usage**

- Semtech's PerSe logo may be used by Semtech customers only on or in connection with products that include a PerSe smart sensing component.

- Use of the PerSe logo must be approved in advance by Semtech. To request approval, complete the Permission Request Form found at *semtech.com/company/brand-resources*. You will be required to provide the following information:
  - o Company information, including company name, address and contact information for all correspondence related to the proposed use;
  - o The nature of the proposed use, e.g., in connection with product (include product name), printed collateral, company website, event, etc.;
  - o A sample or proof of the proposed use;
  - o Date when you propose to begin and end use; and
  - o Any additional details about intended use that will assist Semtech in considering the proposed use.

- Specific uses of the PerSe logo and PerSe mark must comply with these guidelines and any other instructions provided by Semtech.

- Only approved forms of the PerSe logo as provided by Semtech may be used.

- The size, color, proportion, or other features of the PerSe logo provided by Semtech should not be changed.

- The PerSe mark and logo may not be altered, truncated, cropped, shortened, distorted, or modified in any way.

- The PerSe mark and logo may not be incorporated into, made a part of or combined with any other trademark or logo, or used or included as part of a customer's company name or product brand name.

- The PerSe mark and logo may not be incorporated into, made a part of or combined with a model number or other product identifier.

- The PerSe logo may not be used together with any third party marks.

- The PerSe mark and logo may not be used on any promotional items or at any trade shows or events without prior written consent by an authorized representative of Semtech.

- No transliterations or translations of the PerSe mark and logo are allowed.

Additional Trademark Usage Requirements for **Printed Materials and Websites**

- The PerSe logo should not be used within a text sentence or within a title.

- The PerSe mark should be used as a noun and not as an adjective.

- The PerSe mark should not be used in any manner that suggests that "PerSe" is a generic, common or descriptive term.

- The PerSe mark should not be used as a certification mark.

- The letters 'P' and 'S' in PerSe should always be capitalized, and all lettering in PerSe should be in the same font and accompanied by a registered trademark symbol in all headlines and the first time the mark appears in the text of any materials.

- The PerSe mark and logo, if used as a hyperlink or other linking element on the internet, must always link to *semtech.com*. If other links within the *semtech.com* domain are desired, please indicate the specific URL on the Permission Request Form when requesting use of the PerSe logo and PerSe mark. Complete Permission Request Form at *www.semtech.com/company/brand-resources*.

- The PerSe logo should always be used in a manner that associates the logo with the PerSe product and/or component that incorporates PerSe technology.

- The appropriate use of the registered trademark symbol with the PerSe mark is as follows: PerSe®

Trademark Usage **Acknowledgements**

- All uses of the PerSe logo and PerSe mark must include the following acknowledgement:

  The PerSe mark and logo are registered trademarks of Semtech Corporation or its subsidiaries.

- Always include trademark attribution on the page on which the PerSe mark and logo are being used or in the legal attribution segment of the printed or online material or website.

Graphics Requirements for **Use of the PerSe Logo**

- Clear space requirements for the PerSe logo
  - Surround the PerSe logo with clear space that is, at a minimum, space equivalent to the size of the icon graphic beside the PerSe text is required on all four sides.

- Minimum print size for the PerSe® logo with lockup is at least 31.75mm (1.25 inches) wide, and for the registered trademark symbol (®) is at least 1.9mm (0.075 inches) in width.
  - Minimum print size for the PerSe® logo without lockup is at least 25.4mm (1 inch) wide, and for the ® is at least 20.5mm (0.8 inches) in width.

- When using the PerSe® logo in smaller sizes, scale up the ® as needed to ensure legibility. Always scale the ® from the top edge and use the PerSe® logo without the "by Semtech" lockup.

- Make sure the clear space between the ® and the end of the "e" in "PerSe" equals at least 1/4 of the width of the ® and that it is no further away than 1/2 of the width of the ®.

- The top edge of the ® should align with the top of the "e" in "PerSe".

- Scaling for the PerSe logo
  - When using the PerSe logo in smaller sizes, scale up the "®" as needed to ensure legibility, and use the logo without the "by Semtech" tagline.

  - Do not place the PerSe logo on active backgrounds that may reduce legibility.

Graphics Requirements [continued]

- Depiction of the PerSe logo
  - o Only copies of the following screen-quality JPEG versions of the PerSe logo may be used:

(color)   *(black)*

If this file format is NOT appropriate, you may request a different version by completing a logo request form with details of the intended available at www.semtech.com/company/brand-resources.

- Color specifications for the PerSe logo
  - o Pantone equivalent: PMS 326 Green, PMS 275 Blue text and PMS Cool Gray 7 CVC
  - o RGB equivalent: Green icon, (R-0 /G-175 /B-170), Blue text (R-32 /G-23 /B-71), Gray text (R-152 /G-152 /B-154)
  - o CMYK equivalent: Green icon, (C-77 /M-6 /Y- 39/K- 0), Blue text (C-97 /M-99 /Y- 37/K- 44), Gray text (C-43 /M-35 /Y- 34/K- 1)
  - o Hex#: Green icon, (#00AFAA), Blue text (#201747), Gray text (#98989A)

- Lockup specifications for the PerSe logo

  Apply the standards below when using the PerSe logo as part of a list of features contained in a product.
  - o Surround the PerSe logo with clear space that is, at a minimum to the PerSe Logo icon on both sides, above and below it.
  - o The baseline of any other logo situated horizontally to the PerSe logo must always sit even with the baseline of the PerSe logo text.
  - o Any other logo situated vertically to the PerSe logo must be centered directly above the center point of the PerSe logo.

Reservation of **Rights**

Semtech reserves the right to refuse permission to use the PerSe logo or mark for any reason. Semtech reserves the right to change these guidelines at any time and solely at its discretion. Semtech reserves the right to review use of the PerSe logo or mark and conduct periodic spot checks of such use. Upon request from Semtech, you agree to provide a copy of any product, packaging, screenshot, publication, or other materials bearing the PerSe logo or mark, and to correct any deficiencies in the use of the PerSe logo or mark upon notice from Semtech.

By using the PerSe logo or mark in compliance with these guidelines, you are acknowledging that (a) Semtech is the sole owner of the PerSe logo and mark, (b) you will not interfere with Semtech's rights in the PerSe logo or mark, including challenging Semtech's use, registration of or application to register the PerSe logo or mark, alone or in combination with other words, anywhere in the world, (c) you will not misuse the PerSe logo or mark, and (d) any goodwill derived from use of the PerSe logo or mark exclusively inures to the benefit of and belongs to Semtech. Except for any limited right to use as expressly set out in these guidelines, no other rights of any kind are granted to you.