



GLOBAL IP SOLUTIONS

See the Difference. Hear the Difference.

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# Branding Manual



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## 1 GIPS Branding

A company's image in the marketplace is its most important intangible asset. One of the most valued assets of any company is its corporate logos and general branding requirements, as branding affords instant recognition for a company's products, services, and literature.

Below is a listing of Global IP Solutions' trademarks, branding and logos usage. This document is to be used as a guide for implementing GIPS branding in a customer's marketing material, on a website, or a product, and should not supersede the requirements that are stated in the License and Distribution Agreement between the two companies.

## 2 Branding Requirement

Branding is variable and dependent upon the type of end solution or product. Please see the agreed upon terms under "Trademark Licensing" for your companies GIPS branding requirements. In addition, please use the following guidelines when implementing GIPS branding.

## 3 GIPS Trademarks

Some of the principal GIPS Marks are:

- Global IP Solutions (as registered ®)
- GIPS
- the GIPS "Swirl" Logo
- NetEQ
- GIPS Enhanced G.711
- iPCM-wb
- iLBC
- GIPS VoiceEngine

The first occurrence of these terms in print needs to include the trademark symbol. All subsequent usage in the same piece of collateral may appear without the trademark.

## 4 General IPR Claims Language

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Global IP Solutions, GIPS, GIPS VoiceEngine, VideoEngine, Voice ConferenceEngine, Video ConferenceEngine, Voice MediationEngine, NetEQ, iLBC, iPCM-wb, iSAC, GIPS Enhanced G.711, and associated design marks and logos are trademarks of Global IP Solutions, and may be registered in certain jurisdictions.

Patents and Patents Pending, Global IP Solutions, Inc. [www.gipscorp.com](http://www.gipscorp.com)



## 5 GIPS Logos

All logos are available under <http://www.gipscorp.com/logo>

### 5.1 Corporate logo



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The logo is available for download at the following locations:

- [www.gipscorp.com/files/images/GIPS\\_Logo.gif](http://www.gipscorp.com/files/images/GIPS_Logo.gif)
- High resolution (save as .eps format) [www.gipscorp.com/files/images/GIPS\\_Logo.eps](http://www.gipscorp.com/files/images/GIPS_Logo.eps)  
GIPS logo in vector format (Resolution Independent)



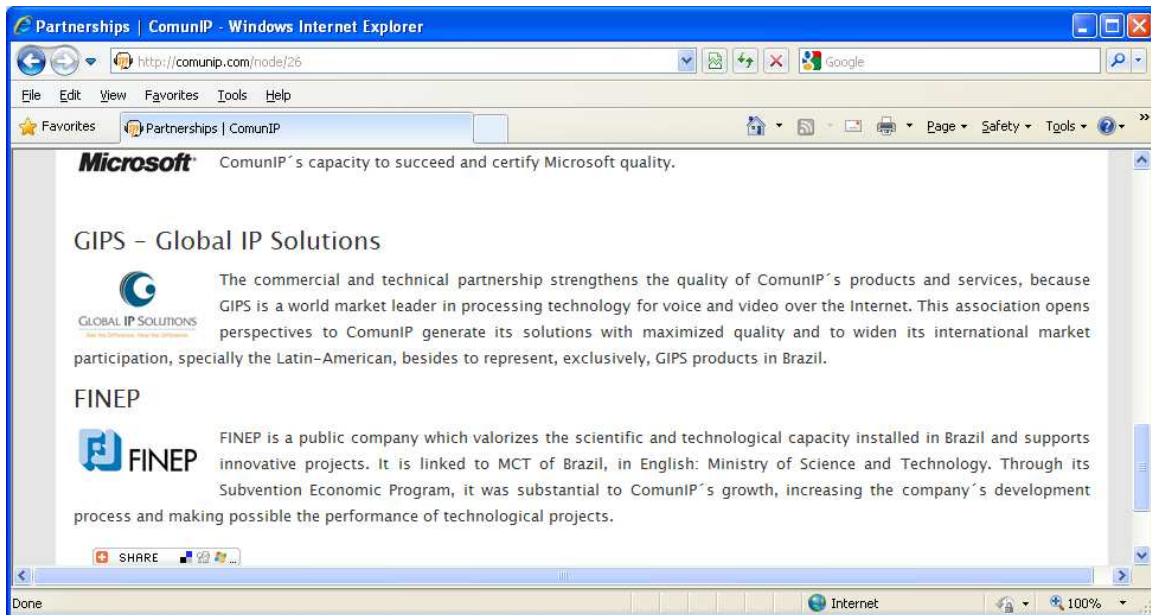
## 6 Branding on Web Page

### 6.1 Partner page with company description

On a customer's "Partners" webpage, the "GIPS Corporate Logo" should be hot linked to [www.gipscorp.com](http://www.gipscorp.com). The following text may also be used in conjunction with the logo:

Global IP Solutions (GIPS) offers voice and video processing technologies for real-time communications over IP networks. Global IP Solutions provides best-in-class voice and video quality and fidelity in end-to-end IP communications with robustness against packet loss. GIPS' world-renowned media processing and IP telephony experts deliver these solutions to service providers, enterprises, applications developers, network equipment, gateway and chip manufacturers. Global IP Solutions has headquarters in San Francisco and offices in Stockholm, Hong Kong and Boston. More information is available at [www.gipscorp.com](http://www.gipscorp.com)

#### 6.1.1 Example



### 6.2 Download page

The GIPS logo and tagline, as well as the text "Voice by Global IP Solutions" or "Voice and Video by Global IP Solutions" should be displayed on the application download page.



## 7 Branding on Application

Below are examples of how the GIPS logo and branding can be used on a customer application.

### 7.1 At installation

#### 7.1.1 Example



### 7.2 At start-up/boot-up

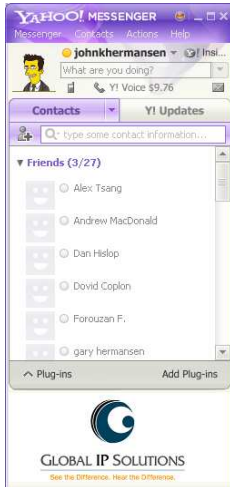
#### 7.2.1 Example





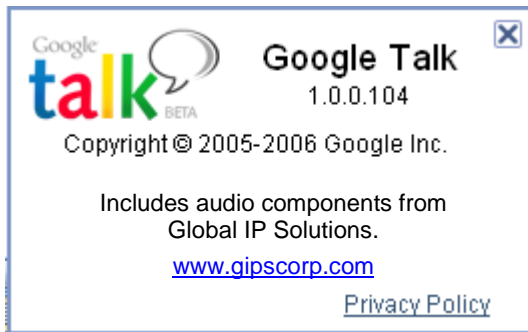
## 7.3 On GUI

### 7.3.1 Example



## 7.4 About Menu

### 7.4.1 Example



For additional information about branding, please contact:

Global IP Solutions [outreach@gipscorp.com](mailto:outreach@gipscorp.com) or a GIPS sales representative.