



## Trademark Use for Numonyx™ Axcell™ Flash Memory

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Brand Name	Numonyx™ Axcell™ Flash Memory
Description	Numonyx™ Axcell™ Flash Memory is the world's leading line of parallel NOR flash for embedded applications
Trademark	Numonyx™ Axcell™
Appropriate Uses	Numonyx™ Axcell™ Flash Memory Numonyx™ Axcell™ Parallel NOR Flash Memory
Trademarks and approved nouns after the trademark Axcell™	Axcell™ Flash Memory Axcell™ Parallel NOR Flash Memory Axcell™ flash memory Axcell™ parallel NOR flash memory Axcell™ line of parallel NOR products
M29	Numonyx™ Axcell™ M29 Numonyx™ Axcell™ M29 family of products Numonyx™ Axcell™ M29EW Numonyx™ Axcell™ M29EW flash memory Numonyx™ Axcell™ M29W Numonyx™ Axcell™ M29W flash memory Numonyx™ Axcell™ M29DW Numonyx™ Axcell™ M29DW flash memory
P30	Numonyx™ Axcell™ P30 Numonyx™ Axcell™ P30 family of products Numonyx™ Axcell™ P30 flash memory
P33	Numonyx™ Axcell™ P33 Numonyx™ Axcell™ P33 family of products Numonyx™ Axcell™ P33 flash memory
References to Numonyx Axcell	<ul style="list-style-type: none"> <li>• Axcell should not be used alone.</li> <li>• Always reference Numonyx™ Axcell™ Flash Memory in first reference.</li> </ul>



	<ul style="list-style-type: none"> <li>• After first reference, reference Axcell Flash Memory or Axcell flash memory or Axcell with a product reference after it, such as Axcell &gt;M29EW&lt;</li> <li>• Axcell should always be in initial cap.</li> </ul> <p>Do not refer to product as just Axcell; always state Numonyx Axcell or Axcell followed by qualifier (see approved qualifiers above)</p>
Trademark acknowledgement	<p>When the specific product trademark is used in a document, add the name of the product in the acknowledgement line, such as: Numonyx, the Numonyx logo and <b>Axcell</b> are trademarks or registered trademarks of Numonyx B.V. or its subsidiaries in other countries.</p>
	<p>When followed by a trademarked or registered product name, Numonyx should be trademarked in text:        Numonyx™ Axcell™</p>
	<p>When a product name follows the company name, e.g., Numonyx™ Axcell™ Flash Memory, assign trademark as follows in print, on Web and in PowerPoint:</p> <ul style="list-style-type: none"> <li>• First occurrence headline</li> <li>• First occurrence in body copy</li> <li>• First occurrence in side bar copy/captions, regardless of previous notations in headlines or body copy</li> <li>• First occurrence in charts and graphs, regardless of previous notations in headlines, body copy or captions</li> <li>• Denote the first mention on every PowerPoint* slide</li> </ul>