



## Trademark Use for Numonyx® Forté™ Serial Flash Memory

Published by Corporate Legal Group and Corporate Marketing Group

For additional information, contact Nicki Heupel, (916) 356-2688,

[nicki.heupel@numonyx.com](mailto:nicki.heupel@numonyx.com)

Brand Name	Numonyx® Forté™ Serial Flash Memory
Description	Numonyx® Forté™ is the industry's most comprehensive portfolio of serial flash memory, offering a flexible spectrum of performance features and a broad density range to deliver long-term architectural continuity for embedded designs.
Trademark	Numonyx® Forté™
Appropriate Uses	Numonyx® Forté™ Flash Memory Numonyx® Forté™ Serial Flash Memory
Trademarks and approved nouns after the trademark Forté™	Forté™ Flash Memory Forté™ Serial Flash Memory Forté™ flash memory Forté™ serial flash memory Forté™ line of serial flash products
M25	Numonyx® Forté™ M25 Numonyx® Forté™ M25 family of products Numonyx® Forté™ M25P Numonyx® Forté™ M25P serial flash memory Numonyx® Forté™ M25PX Numonyx® Forté™ M25PX serial flash memory Numonyx® Forté™ M25PE Numonyx® Forté™ M25PE serial flash memory Numonyx® Forté™ M45PE Numonyx® Forté™ M45PE serial flash memory
References to Numonyx® Forté™	<ul style="list-style-type: none"> <li>• Forté™ should not be used alone.</li> <li>• Always reference Numonyx® Forté™ in first reference.</li> <li>• After first reference, reference Forté™ serial flash</li> </ul>



	<p>memory or Forté™ flash memory or Forté™ with a product reference after it, such as Forté™ M25P</p> <ul style="list-style-type: none"> <li>• Forté™ should always be in initial cap.</li> </ul> <p>Do not refer to product as just Forté™; always state Numonyx Forté™ or Forté™ 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 Forté™ 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 have a registration mark in text: Numonyx® Forté™</p>
	<p>When a product name follows the company name, e.g., Numonyx® Forté™ Serial 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>