TRANSMETA TRADEMARK GUIDELINES

This Transmeta Trademark Guidelines document is divided into the following sections:

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1. WHO SHOULD USE THESE GUIDELINES

These guidelines are intended for Transmeta employees, customers, consultants, licensees and other third parties planning to use Transmeta's trademarks or logos in communications, electronic messages, promotional, advertising, instructional, reference material or other marketing collateral, on web sites (but not in web domain names), products, labels, packaging or otherwise.

Note: If you are a LICENSEE of a Transmeta trademark or logo, your license agreement with Transmeta may contain special usage guidelines that are different from the guidelines contained in this document. In that event, please follow the guidelines in your license agreement rather than these. If your license agreement with Transmeta does not contain specific trademark usage guidelines, please use these.

2. TRADEMARK USAGE GUIDELINES

Use Transmeta's Trademarks as Proper Adjectives

Trademarks are adjectives. As such, they modify a noun (that is, they describe a person, place or thing), and should mostly be used with the noun it modifies. Specifically, for the first reference to the trademark, use the trademark plus the noun it describes. Thereafter, use the trademark with its noun at least 50% of the time. In the example below "Processor" is the noun, and the Crusoe trademark is the descriptor (adjective). Also, do not pluralize a trademark or use it in the possessive form.

> **Examples:**
>
> Correct: Crusoe™ Processor for Ultralight Mobile PCs.
>
> Incorrect: Crusoe™ for Ultralight Mobile PCs
> Crusoes™ for Ultralight Mobile PCs
> The Crusoe's™ package is square

Set the Transmeta Trademark Apart from the Noun it Modifies

The usual way that this is done is to capitalize the product name and use the appropriate symbol (TM or ®) after the trademark (see the 'correct' example immediately above). Also, do not join a trademark to other words, symbols, or numbers.

Use the Transmeta Trademark in the Way it Was Intended

Please use Transmeta's trademarks only for the goods or services for which they were originally intended. Please do not alter our trademarks in any way, or portray them negatively, make puns out of them, or disparage them in any way. If you have any questions or concerns about this, please contact us as provided for below.

Use the Attribution Requested Below

Transmeta would appreciate it if you would provide notice within your products (and within the associated documentation) that shows attribution for the use of Transmeta's trademarks. Our preferred attribution structure is as follows (assumes the use of 3 Transmeta trademarks):

> **_____, _____ and _____ are either trademarks or registered trademarks of Transmeta Corporation in the United States and/or other countries.**

Do Not Combine a Transmeta Trademark or Product Name with your Company's (or anyone else's) Trademark or Product Name

As stated previously, trademarks serve to identify the source of a product or service. Transmeta trademarks may not be combined with another trademark or product name from any source other than Transmeta. Please do not combine our trademarks or product names with yours or any other company's.

In addition, may not use a product name that is confusingly similar to a Transmeta trademark or product name.

Do Not Shorten, Abbreviate, or Make an Acronym out of a Transmeta Trademark

> **Examples:**
> Correct: Code Morphing™ Software
> Incorrect: CMS
>   CMS™

Use the Appropriate Symbol (® and TM) and Spell the Trademark Correctly

Trademarks that have not achieved registration with a country's trademark office are noted with a TM, whereas trademarks that have achieved registration are noted with a ®. Although specific permission is not required for you to refer to a Transmeta trademark, Transmeta does request that you use our trademarks (whether registered or not) correctly and refer to them properly. A proper reference to a trademark includes marking it with the appropriate symbol (either a TM or a ®) as a superscript and using the correct noun often (we'd suggest about 50% of the time). If a superscript is not available, please use parentheses such as (TM) or (R). You should refer to the full product name and use the trademark and symbol completely at the first and most prominent reference, or as soon as practical thereafter.

Please Do Not Use Model Numbers or MHz with Transmeta Trademarks

In the case of the Crusoe™ Processor mark, all Crusoe processors share the same benefits and, generally, the same features, although certain products may have multiple model numbers. Therefore, we prefer not to reference such various model numbers along with a Transmeta trademark.

> **Examples:**
>
> Correct: Crusoe™ Processor for Ultralight Mobile PCs.
>
> Incorrect: Crusoe™ Processor model TM5600 for Ultralight Mobile PCs

Also, since the Crusoe™ Processor dynamically allocates performance according to each software program or application's needs, it is inappropriate to designate MHz figures for the processor. It would be more accurate and appropriate to describe a system's battery life on one or more common applications or benchmarks such as:

> **—Extended battery life***
> - **XX hours MP3 playback**
> - **XX hours DVD playback**
> - **XX hours standard PC applications (Windows)**
>   ***Based on Battery Mark 3.0**

Use of "Transmeta Corporation"

It is not necessary to use either the TM or ® trademark symbol after "Transmeta" when "Transmeta" is used to refer to the company itself in text references.

Do Not Use Our Trademarks in Domain Names

As stated previously, trademarks serve to identify the source of a product or service. Transmeta trademarks may not be incorporated into an internet domain name of another company as it would likely confuse consumers regarding the source of the web site. Therefore, please do not combine our trademarks or product names with yours or any other company's domain names.

Additional Guidelines for Logos

Logos are trademarks and the guidelines above apply to their usage as well. In addition, it is a requirement that you not recreate or modify any logo of Transmeta under any circumstances. Use only official artwork supplied from Transmeta. Also, you may not combine any Transmeta logo with any other item such as other logos, words, numbers, design features, photos, slogans or symbols.

3. SAMPLE COPY

The Crusoe™ Processor was designed specifically for ultralight, mobile internet computing. Thanks to its unique combination of features and benefits, the Crusoe™ Processor is creating a new world of mobility featuring ultralight mobile computers, handheld web tablets, and internet appliances, for the home and office.

The Crusoe™ Processor, with LongRun™ Power Management, dynamically adjusts its performance for each individual software program and application so that it always delivers the optimum balance of just the right performance with maximum battery life. This results in several important benefits:

> — **Improved performance as the software program or application runs**
> — **Extended battery life***
>> • **XX hours MP3 playback**
>> • **XX hours DVD playback**
>> • **XX hours standard PC applications (Windows)**
>>> ***Based on Battery Mark 3.0**
>
> — **Lighter, smaller form factors with cooler exterior temperature**

4. CURRENT TRADEMARKS

The following are a current list of Transmeta's trademarks and logos:

> • **Crusoe**
>   Correct Usage: Crusoe™ Processor
>
> • **LongRun**
>   Correct Usage: LongRun™ Power Management
>
> • **Code Morphing**
>   Correct Usage: Code Morphing™ Software
>
> • **Logos:** (See Transmeta logo guidelines)

5. HOW TO CONTACT US

For further information contact us in the USA at:

Phone:(408) 919-6393

Fax:　(408) 919-6540

Email: trademark_info@transmeta.com

Note: Transmeta reserves the right, in its sole discretion, to change these guidelines from time to time.

To allow sufficient design flexibility in its use, Transmeta's logo may be used in either of three versions:

One-color: black only or white (reversed out of a background)

Two-color: black and PMS 303 (Pantone Matching System: the universal color matching system). Only this PMS color should be used. Note: no one formula of the different inks, paints, lacquers nor other materials used in manufacturing or reproduction processes fit PMS 303. Thus, when doing signage, web publishing, or other reproductions, visually match PMS 303 as close as possible.

The Transmeta logo must not be closer than one half the height of the "T" from any other graphic element. It should never be smaller than .375 inches tall.

The consistent and proper use of these colors is integral to our CIS. No other color combinations are permitted.

For best results use the EPS file of the logo. This can be obtained from Transmeta's marketing department.

Pantone Matching System 303

To allow sufficient design flexibility in its use, Crusoe's logo may be used in either of two versions:

One-color: black or white (reversed out of a background)

Two-color: black or white and PMS 390 (Pantone Matching System: the universal color matching system). Only this PMS color should be used. Note: no one formula of the different inks, paints, lacquers nor other materials used in manufacturing or reproduction processes fit PMS 390. Thus, when doing signage, web publishing, or other reproductions, visually match PMS 390 as close as possible.

The Crusoe logo must not be closer than one half the height of the "C" from any other graphic element. It should never be smaller than .375 inches tall.

The consistent and proper use of these colors is integral to our CIS. No other color combinations are permitted.

For best results use the EPS file of the logo. This can be obtained from Transmeta's marketing department.

Pantone Matching System 390