

MPV™ Trademark License Program

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**Dick Thompson
Thompson Consulting Services
thompsonemail@comcast.net**

OSTA's Goals for MPV-IS Trademark License Program

- **Provide access to OSTA's MPV trademarks for products compliant with the MPV-IS**
- **Define attribution requirements for MPV-IS compliant collections of digital music, photo, and video content**
- **Provide a simple, low-cost program covering OSTA licensing administrative fees**
- **Provide "optional" usage rights to the MPV logo**
- **Provide the industry with an "open" standard that is "extensible" and "royalty free"**

MPV Trademarks

- OSTA MPV Trademarks: MPV, MusicPhotoVideo, MPV Logo
- The MPV trademarks applied for and approved in US, Japan, Europe
- Use of the MPV trademarks requires a license from OSTA
- Use of the MPV trademarks requires passing validation and compliance test tool
- The MPV logo provides a symbol for metadata interoperability
- The MPV name & logo may be used in or on:
 - Products, Packaging, Literature, Advertising, Websites



Using MPV Specifications

- Public MPV Specifications on OSTA Website
 - All MPV specifications are freely available on the OSTA website, except access to MPV-IS requires agreement with ‘click-through’ license
 - Companies can NOT use OSTA’s MPV trademarks simply by implementing the MPV Specifications
 - Companies can say “Based on OSTA’s MPV™ specifications....,” or a company can say “Compatible with OSTA’s MPV-IS specifications...” **by obtaining a MPV Trademark License**

Using “Based on OSTA’s MPV Specifications...”

- **Any company can use the public MPV specifications, create an implementation, and use the statement “Based on OSTA’s MPV Specifications...” as defined in the specifications “Important Notices.”**
- (f) USE OF OSTA’S MPV TRADEMARKS OR ANY STATEMENT TO THE EFFECT THAT A PRODUCT IS “COMPATIBLE” WITH THE MPV SPECIFICATIONS REQUIRES THE LICENSE DESCRIBED ABOVE. USE OF THE MPV TRADEMARKS WITHOUT THE LICENSE IS PROHIBITED, EXCEPT THAT ATTRIBUTION FOR USE OF THE MPV SPECIFICATIONS MAY BE STATED AS FOLLOWS:
“BASED ON THE MPV™ (MusicPhotoVideo™) SPECIFICATIONS DEVELOPED BY THE OPTICAL STORAGE TECHNOLOGY ASSOCIATION (OSTA). MPV IS A TRADEMARK OF OSTA.”

Using “Compatible with the MPV-IS developed by OSTA...”

- “Compatible with the MPV Interoperability Specification developed by OSTA...” and use of the MPV trademarks is reserved for implementations that successfully complete the MPV-IS validation test tools and receive a MPV Trademark License from OSTA
- Access to the MPV-IS requires acceptance of a “click-through” license prior to downloading

MPV-IS Click-Through License

MPV-IS Click-through Notification - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address http://www.osta.org/mpv/public

TECHNOLOGY | SPECS | MEETINGS | MEMBERSHIP | OSTA

SPECIFICATIONS: MPV

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MPV Interoperability Specification

LICENSE AGREEMENT FOR EVALUATION OF THE OSTA MPV INTEROPERABILITY SPECIFICATION

The MPV Committee has released the MPV Interoperability Specification V1.0. The goal of the Interoperability Specification is to give manufacturers guidelines for implementing MPV to guarantee interoperability and exchange of playlists on a wide range of devices -- from the most powerful PC down to the simplest consumer electronics device.

READ THESE TERMS OF USE CAREFULLY BEFORE DOWNLOADING THE SPECIFICATION(S) LINKED HERETO.

TERMS OF USE - EVALUATION LICENSE

In consideration for granting you, the Licensee, the right to download and view the MPV-IS, You, the Licensee acknowledge and agree that you may view, download, use and reproduce the Specifications accessible through this webpage solely for the purpose of evaluating such Specification(s) and for determining whether you wish to make an implementation, including making a product that utilizes the information contained in the MPV-IS under the terms described in the IMPORTANT NOTICES of the MPV-IS. No license is granted hereunder for any other purposes.

You acknowledge and agree that you or your company or organizational entity that you claim to represent named below will obtain a license from OSTA to use the MPV-IS and the trademarks associated therewith prior to the release or sale of any commercial product that makes use of the MPV-IS.

OBLIGATIONS

OSTA.org
OPTICAL STORAGE
TECHNOLOGY ASSOCIATION



Digital Music, Photo, and Video Collections



MPV Interoperability Specification

Revision 1.0

24 July 2005

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Version 1.0, 2005-07-24 14:03:30

Requirements to License and Use the MPV Trademarks

- **Agree to MPV-IS “click-through” license agreement.**
- **Companies must acquire MPV-IS Validation and Compliance Test Tools from a qualified third party vendor (identified on the MPV website).**
- **A company is licensed to use MPV trademarks (name and logo) after:**
 - **The implementation passes the tests (self administered).**
 - **The company submits 1) the signed MPV Trademark License Agreement, 2) the MPV-IS validation test results and 3) an administrative fee to OSTA**
 - **OSTA sends back the “MPV Trademark License Agreement” providing rights to use the MPV trademarks**

MPV-IS Administrative Fee Structure

On a Per Product Basis

- **Members:**
 - **First Year - \$1,000 per product implementation**
 - **Following Years - \$500 per product implementation**
- **Non-Members**
 - **First Year - \$1,500 per product implementation**
 - **Following Years - \$1,000 per product implementation**

One-time Administrative Fee per company - unlimited years and unlimited number of products

- **Members: \$10,000**
- **Non-Members: \$20,000**

Summary

- **Obtain test tools from OSTA approved vendor, self administer and pass MPV Validation and Compliance Test Tools, send successful test results and administrative fee to OSTA**
- **OSTA will provide a license to use MPV trademarks**
- **The fee is an OSTA administrative fee. There are no royalties charged by OSTA**