MPV™ Trademark License Program

MPV Interoperability Seminar
October 12, 2005
Shinjuku, Tokyo, Japan

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 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 products in a wide range of devices - from the most powerful PC down to the simplest consumer electronic device.

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

TERMS OF USE - EVALUATION LICENSE

In consideration for granting you the license, the right to download and view the MPVIS, you, the Licensee acknowledge and agree that you may not use, download, use and reproduce the Specifications accessible through this webpage only for the purpose of evaluating such Specifications, and for determining whether you wish to make an implementation, including making a product that utilizes the information contained in the MPVIS under the terms detailed in the IMPORTANT NOTICES page of the MPVIS. You 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 the Optical Storage Technology Association (OSTA) to use the MPVIS and the trademark associated therewith pursuant to the terms of any commercial product that makes use of the MPVIS.

OBLIGATIONS

OSTA.org
Optical Storage Technology Association

MPV Interoperability Specification

Version 1.0
25 July 2005

OSTA.org
Optical Storage Technology Association
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