



LOOK FOR THE CERTIFIED CONNECTION®!

Take advantage of the USB logo program and start using the USB logo on your certified products today!

Here's a Great Marketing Opportunity for You!

Universal Serial Bus (USB) is a huge success! It's on billions of PCs worldwide today and this number will continue to increase in coming years. USB peripherals are everywhere and it's the preferred connection for many consumers – it's easy to use, speedy and expandable.

Take Advantage of the New Logo Program.

To realize this opportunity, USB products must continue to enhance the consumers' experience through high quality and ease of use. That's why USB Implementers Forum, Inc. (USB-IF) introduced a trademark-protected logo for use with qualified products. The certified logo indicates quality products that have passed USB-IF compliance testing. The logo also allows vendors to distinguish Hi-Speed USB, USB On-The-Go, Wireless USB and SuperSpeed USB products with Hi-Speed, On-The-Go, Wireless and SuperSpeed USB versions of the certified USB logo.

For a company to display the logo in conjunction with its products:

1. The products must pass USB-IF Compliance Testing for product quality and be posted in the USB-IF Integrators List of Certified Products.
2. The company must sign the USB-IF Trademark License Agreement.

For additional information about the USB-IF Compliance Program and to download the USB-IF Trademark License Agreement, please visit www.usb.org/developers.

Promote Your Certified Products to Retail Buyers.

The USB-IF promotes the certified logo and its benefits in the retail channel and to PC OEMs. In addition, the USB-IF Online Product Search is the one-stop shopping site for retail buyers and PC OEMs, so get your products posted at www.usb.org/app/search/products today!

Start using the certified USB-IF logo now on all your products that qualify. Don't miss out on the benefits it has to offer!

For more information, please contact the USB Implementers Forum by email to admin@usb.org.

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