

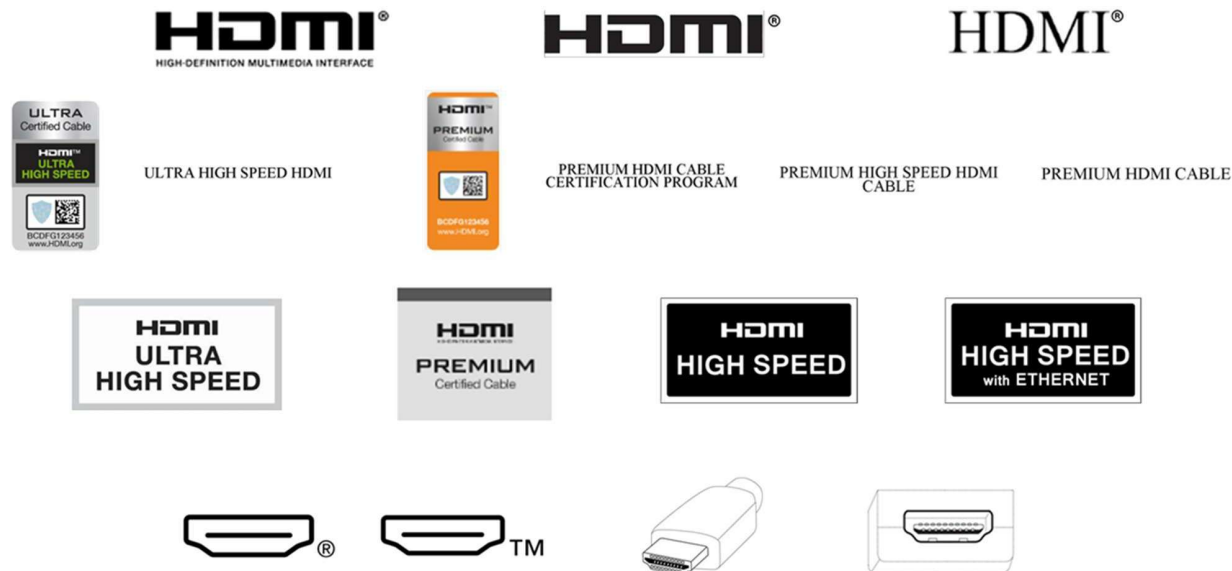
HDMI® BRAND AND IPR GUIDELINE

HDMI Licensing Administrator, Inc. (HDMI LA) is the Agent appointed by the HDMI Forum to license version 2.x of the Specification and is the Agent appointed by the HDMI Founders to license earlier HDMI® Specifications.

The purpose of this document is to provide information and education related to authorized (Compliant) use of the HDMI Trademarks/ Logos (Adopted Trademarks) and licensing the non-discriminatory High-Definition Multimedia Interface Specification Adopter Agreement.

HDMI LA is the exclusive owner of numerous valuable trademarks that are used in association with a wide variety of consumer electronics and personal computer products throughout the world. Consumers recognize the value and quality of genuine HDMI® products based on the mark associated with it. **HDMI LA authorizes the use of the HDMI® Trademarks only to manufacturers who have entered into a binding license agreement with HDMI LA, as well as their authorized distributors and resellers.**

A trademark is an adjective. It is not a verb. It is not a noun; the purpose of a trademark is to identify the source or origin of a product or service; it is not to identify the product or service itself. Use the proper trademark notation ®/™ in the first instance the mark is used, in the most prominent use of the mark, or both. Below is a list of our primary trademarks and registered trademarks.







The Adopter Trademarks HDMI, HDMI High-Definition Multimedia Interface, HDMI Trade Dress, Ultra High Speed HDMI, the Ultra High Speed HDMI Cable Name Logo, Premium HDMI Cable Certification Program, Premium High Speed HDMI Cable, Premium High Speed HDMI Cable with Ethernet, the Premium HDMI Cable label, and the Premium HDMI Cable Logo, and the HDMI Logos are trademarks or registered trademarks of HDMI Licensing Administrator, Inc.

Message to Manufacturers, Sellers, Distributors, Trading Co., and Buyers:

A **license** is required to manufacture HDMI® products.

All **manufacturers** in the supply channel are required to be licensed.

Chip	Connectors	Mainboard	End-Product
			
License Required	License Required	License Required	License Required

A Few of the License Benefits:

Legitimacy	Credibility	Legal Protection	Brand Reputation	Interoperability
Networking	Collaboration	Trademarks	Working Groups	Customs Protection

The Adopter Trademarks HDMI, HDMI High-Definition Multimedia Interface, HDMI Trade Dress, Ultra High Speed HDMI, the Ultra High Speed HDMI Cable Name Logo, Premium HDMI Cable Certification Program, Premium High Speed HDMI Cable, Premium High Speed HDMI Cable with Ethernet, the Premium HDMI Cable label, and the Premium HDMI Cable Logo, and the HDMI Logos are trademarks or registered trademarks of HDMI Licensing Administrator, Inc.

Resellers, Distributors, Trading Co. and Buyers

Are not required to license, however:

1. You must ensure you only Source, Promote and Sell HDMI® Products manufactured by Licensed HDMI® Adopters.
2. Use the HDMI® trademarks in Compliance with the Adopted Trademark and Logo Usage Guidelines (ATLUG). Please refer to below for the sample usage of HDMI Trademark & Logo for reference.



Compliant Usage



Non-Compliant Usage

Resources

Confirm the product manufacturer is listed on our website as licensed: <https://www.hdmi.org/adopter/adoptersafiliates>

Secure a current Certified HDMI® Adopter Certificate from the product manufacturer.

2023



2024

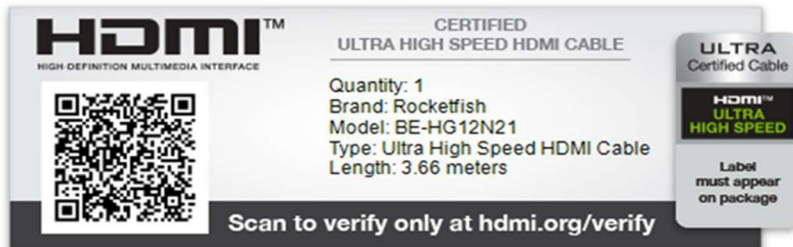


A Certification of passing the mandated HDMI® Compliance testing in the form of an ATC Certificate or courtesy letter from HDMI LA.

HDMI LA considers all IP (Intellectual Property), including trademarks, service marks, word marks, trade dress and images as valuable corporate assets that identify goods as being the source of origin with HDMI LA.

HDMI LA continues to establish new processes/programs to protect the marketplaces, consumers, and the ecosystem. We recently launched a verification banner program in association with Premium High Speed HDMI Certification and Ultra High Speed Certification programs. Reach out to us directly at IPR@HDMI.ORG with questions or interest.

Scan Banner for Ultra High Speed Certified HDMI Cable



HDMI™
HIGH DEFINITION MULTIMEDIA INTERFACE

CERTIFIED
ULTRA HIGH SPEED HDMI CABLE

Quantity: 1
Brand: Rocketfish
Model: BE-HG12N21
Type: Ultra High Speed HDMI Cable
Length: 3.66 meters

ULTRA
Certified Cable

HDMI™
ULTRA
HIGH SPEED

Label
must appear
on package

Scan to verify only at [hdmi.org/verify](https://www.hdmi.org/verify)

Click Banner for Ultra High Speed Certified HDMI Cable



HDMI™
HIGH DEFINITION MULTIMEDIA INTERFACE

CERTIFIED
ULTRA HIGH SPEED HDMI CABLE

Quantity: 1
Brand: Rocketfish
Model: RF-HG25N19
Type: Ultra High Speed HDMI Cable
Length: 25 feet

ULTRA
Certified Cable

HDMI™
ULTRA
HIGH SPEED

Label
must appear
on package

Click to verify only at [hdmi.org/verify](https://www.hdmi.org/verify)

Scan Banner for Premium Certified HDMI Cable



HDMI™
HIGH DEFINITION MULTIMEDIA INTERFACE

CERTIFIED
PREMIUM HIGH SPEED HDMI CABLE

Quantity: 1
Brand: Liberty Wire&Cable,Inc.
Model: HDPMM06F
Type: Premium Certified HDMI Cable with Ethernet
Length: 6 feet

HDMI™
PREMIUM
Certified Cable

Label
must appear
on package

Scan to verify only at [hdmi.org/verify](https://www.hdmi.org/verify)

Click Banner for Premium Certified HDMI Cable



HDMI™
HIGH DEFINITION MULTIMEDIA INTERFACE

CERTIFIED
PREMIUM HIGH SPEED HDMI CABLE

Quantity: 1
Brand: Liberty Wire&Cable,Inc.
Model: HDPMM06F
Type: Premium Certified HDMI Cable with Ethernet
Length: 6 feet

HDMI™
PREMIUM
Certified Cable

Label
must appear
on package

Click to verify only at [hdmi.org/verify](https://www.hdmi.org/verify)

It is our policy to take all steps necessary protect its assets against all unauthorized use. Please visit the HDMI Brand Enforcement page for more information: <https://www.hdmi.org/resource/brandenforce>

HDMI LA established an anonymous online reporting tool allowing you to report suspected counterfeiters using the webform below. All submitted reports will be investigated. The more information provided is always better, allowing us to carry out more thorough research and act accordingly. Please visit: <https://www.hdmi.org/resource/infringe>