

USAGE REQUIREMENTS

The requirements set forth below pertain to all communications of Sony Products through all communication mediums, including but not exclusive to Print, Internet, Email and Direct Mail. Resellers are allowed to advertise and promote only products that are authorized by Sony or authorized Sony Distributors through a Reseller Agreement. Additional requirements outlined in specific Reseller Contract Schedules may also apply.

The Reseller will advertise or promote Sony Business, Professional and Industrial Products only in the 50 United States and only to business, professional and industrial end users. Advertisements or promotions of such Products must:

- a) Properly use Sony Logos and Trademarks as specified [here](#)
- b) Properly use Third Party Logos and Trademarks provided in the Digital Asset or other content and subject to any specific rights and restrictions associated with such marks and logos.
- c) Provide proper identification as to the source or sponsorship of the advertisement or promotion, noting Reseller contact information. The Reseller's logo or trademark must be displayed in a more prominent manner than the Sony logo or any Sony trademark.
- d) If placed on the Internet, the Reseller must promote and describe their business by describing the Reseller's programs, policies and types of service.
- e) Only use promotions and related material in support of Sony promotions and subject to embedded restrictions and any specific rights and restrictions associated with such material.
- f) Only use Press Releases subject to embedded restrictions and without distorting the content's meaning. Content can be shortened, but only at the Reseller's own risk and liability.
- g) Only use Licensed Material subject to embedded restrictions.
- h) Properly label used/discontinued Product.
- i) Describe Products including the model number and a general description of major features and specifications.
- j) Include only images, photography (digital and film based) artwork and other graphics subject to the specific rights and restrictions identified as applicable to each such image, photograph or artwork item.
- k) Only use product imagery as is without alteration.
- l) Only use lifestyle imagery to depict a business, professional or industrial application.
- m) Reflect advertised prices as No Price, the XL Program or SURE (Sony Unified Resale Execution) if the product is part of the XL or SURE program. Resellers that accept funding authorized by Sony through a Reseller Agreement or purchase directly from an authorized Sony Distributor must reflect MAP (Minimum Advertised Price) or No Price in lieu of any other price.