

WMS Gaming Inc. Trademark Usage Guidelines

WMS Gaming Inc.'s ("WMS") trademarks are valuable corporate assets that play an important role in promoting WMS and its products and services. However, they may be weakened or lost altogether by improper use. These Trademark Usage Guidelines ("Guidelines") set forth how to properly acknowledge and preserve the trademark rights of WMS and its subsidiaries, affiliates, and related companies. These guidelines apply to all WMS resellers, distributors, strategic business partners, customers, advertising agencies, consultants, and licensees, as well as to any third party making reference to WMS trademarks.

Disclaimer

WMS publishes these Guidelines in order to assist you in avoiding infringement of WMS' rights. These Guidelines are not intended to and do not constitute legal advice, and should not be construed as such. Furthermore, these Guidelines are not intended to and do not constitute or create any license, contract, or other type of relationship between you and WMS. Any use of the WMS trademarks, whether or not in adherence to these Guidelines, is at your own risk.

Licensed Use of WMS Trademarks

If you are a licensee of a WMS trademark and have been provided with special trademark usage guidelines with your license agreement, please follow those guidelines. To the extent the guidelines in your license agreement do not conflict with these Guidelines, please follow both sets of guidelines. If your license agreement does not provide usage guidelines, then please follow these Guidelines.

Approved Use of WMS Trademarks

You may use WMS trademarks to refer to WMS' products and services, so long as the trademarks are used properly in accordance with these Guidelines. Use of WMS trademarks not in accordance with these Guidelines or of marks that are confusingly similar to WMS trademarks may constitute an infringement of WMS' rights.

You may NOT:

- Use and/or register WMS trademarks as, or as part of, your product, service or company marks or names. Moreover, you may not use WMS trademarks in connection with your product, service, or company marks or names in any manner likely to cause confusion, mistake or deception as to the source, sponsorship, or affiliation of your goods or services, or as to a potential relationship between you and WMS. For example, "Try a Casino X JACKPOT PARTY® slot machine" is incorrect, but "Try a JACKPOT PARTY® slot machine at Casino X" is acceptable.
- Use and/or register WMS trademarks as, or as part of, any domain name.

- Use WMS trademarks in a manner that shows WMS or its products or services in a false or derogatory light.
- Use WMS trademarks to identify products or services that do not belong to WMS.

In addition, you may NOT use WMS copyrighted images without prior written consent from WMS. Please direct inquiries regarding use of WMS copyrighted images to the [WMS Marketing Department](#).

Proper Usage of WMS Trademarks

WMS trademarks are adjectives (brand names) modifying nouns (the generic product type). Please adhere to the following when using WMS trademarks:

- The first use of any WMS trademark in text must be as a proper adjective. Use a generic term in association with each WMS trademark the first time the mark appears. For example, JACKPOT PARTY® slot machine, or BLUEBIRD® cabinet.
- Keep WMS trademarks distinct from surrounding text with distinctive format and lettering. For example: use JACKPOT PARTY®, not Jackpot Party or jackpot party.
- Do not make WMS trademarks possessive through the use of apostrophes. For example, use "Enjoy the comfort and design of the BLUEBIRD® cabinets" instead of "Enjoy the BLUEBIRD's comfort and design."
- Do not pluralize WMS trademarks. For example, use "We have fifty new JACKPOT PARTY® slot machines" instead of "We have fifty new JACKPOT PARTYS."
- Avoid confusion by clearly separating and identifying WMS trademarks from other company's names and/or trademarks.

Proper WMS Trademark Attribution

All WMS marks must be properly attributed. Trademark ownership is attributed in two ways, with the use of a mark symbol (i.e. TM, SM or ®) after the trademark, and with a trademark legend, usually placed at the bottom of a document in connection with a copyright notice.

Trademark Symbols

The appropriate trademark symbol must be used when making reference to any WMS trademarks. The appropriate symbol for each of WMS' trademarks is indicated on the [WMS Trademark List](#). If a trademark is not listed for a particular product or service, please contact the WMS legal department for guidance.

- ® indicates a trademark registered in the United States.
- TM indicates a trademark that is in use, but is presently unregistered.
- SM indicates a service mark that is in use, but is presently unregistered.

Wherever possible, the symbol should be placed directly after the trademark. If you are unable to use the symbols due to software or other limitations, you should use parenthetical versions as follows: (R), (tm), or (sm).

The trademark symbol does not need to be included in every use of the trademark. The trademark symbol must always be used:

- Upon the first use of the trademark in the text of each document.
- On all prominent uses of the trademark (e.g. title pages, headings, etc.) - unless space and style criteria prevent such markings.

Trademark Legends

WMS trademarks and products must be properly identified as originating from WMS by including a brief statement (legend) attributing ownership of these trademarks to WMS. The following legend should be used on all materials that reference WMS trademarks:

WMS, WMS Gaming, and [list WMS trademarks referenced in the materials], are trademarks or registered trademarks of WMS Gaming Inc.

In addition:

- WMS trademarks should be specifically credited and not referred to generically as "...all other trademarks are owned by their respective companies." or similar language.
- Do not use or add any other statements to the legend that in any way suggests that you have or are claiming any rights in a WMS trademark.
- Do not reference a WMS trademark and another company's trademark in the same trademark legend. For example, it is improper to say, "COCA-COLA® and JACKPOT PARTY® are trademarks of The Coca-Cola Company and WMS Gaming Inc.". Rather, use separate legends, one for WMS trademarks (as above) and one for Coca-Cola trademarks.

The legend is usually placed at the end or bottom of marketing materials. The legend may be in a smaller font than the text of the document, but it must be legible giving consideration to the medium, size, and format of the material. Generally 6 point font is the minimum acceptable size for all media, sizes, and formats of material.

Questions

If you have any questions concerning the information in these Guidelines, please contact the WMS Legal Department at 800 South Northpoint Boulevard, Waukegan, IL 60085 or (847) 785-3000.

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