



BRAND GUIDELINES

April 2016 v.6.0



This guide provides a framework for consistent application of the TiVo identity. It is important that the TiVo brand, including all the elements that make up the company's visual identity, remain constant. We appreciate your commitment to these standards.

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The TiVo logo has evolved from a cute and playful character to a modern and sophisticated logotype. The current TiVo logo represents the progression of the company and elevates the TiVo brand to a new level.



1998



2011



2012



2014



2015



TODAY

This new identity provides TiVo, for the first time, with a true wordmark to use in a variety of applications. In the past, the company had to borrow letters from the front of the character for applications that only required the word TiVo, which was graphically incompatible with most applications—including our own interface.

WORDMARK

The corporate logo is comprised of the TiVo wordmark and the trademark TiVo smile underneath the "V." This logo is used on all corporate marketing materials.



Wordmark

SILHOUETTE

The TiVo silhouette, also known as Blankman, is a secondary brand element that can be used to support the main logo.



*TiVo silhouette
(Blankman)*

LOCKUP

If the wordmark and silhouette appear together, the lockup, comprised of the wordmark, silhouette and a thin vertical line, is used.



Lockup

Below are some examples of when to use the wordmark and the silhouette separately and when they might appear together.

Example 1: Silhouette Only

The silhouette can be used on TiVo hardware, app icons and some user interfaces.



Example 2: Wordmark Only

The silhouette should not be used if it already appears prominently on the page, such as on the front of a product.



Co-branding

The wordmark should be used when partnered with another logo.



Product Names

The wordmark should be used when paired with words to form a product, program or department name.

TIVO CARES

TIVO
L I T E

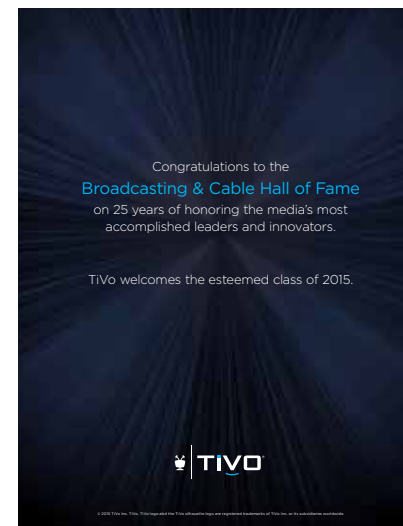
Powered by **TIVO**

The logo lockup or wordmark should never be used to replace the word "TiVo" in a sentence.

What can
your **TIVO**
do for you?

Example 3: Lockup

An example of the lockup used on an ad. The wordmark only can also be used.



The TiVo wordmark is the main corporate logo and has four color variations. Below are guidelines on when to use which logo on what background. These guidelines also apply when the lockup is used.

All TiVo logos must have the ® registered trademark symbol on the upper right-hand side. This symbol is provided with the logo artwork. When scaling the logo, the size of the ® may need to be adjusted. In general, the symbol should be the width of the dot in the 'i' in 'TiVo.'

PLEASE NOTE: On the one-color versions of the logo, the dot on the 'i' is separated from the base with a space. On the two-color versions, there is no space.

USAGE

TiVo Blue + Black

Can be used on white and 1-10% gray backgrounds.

TiVo Blue + White

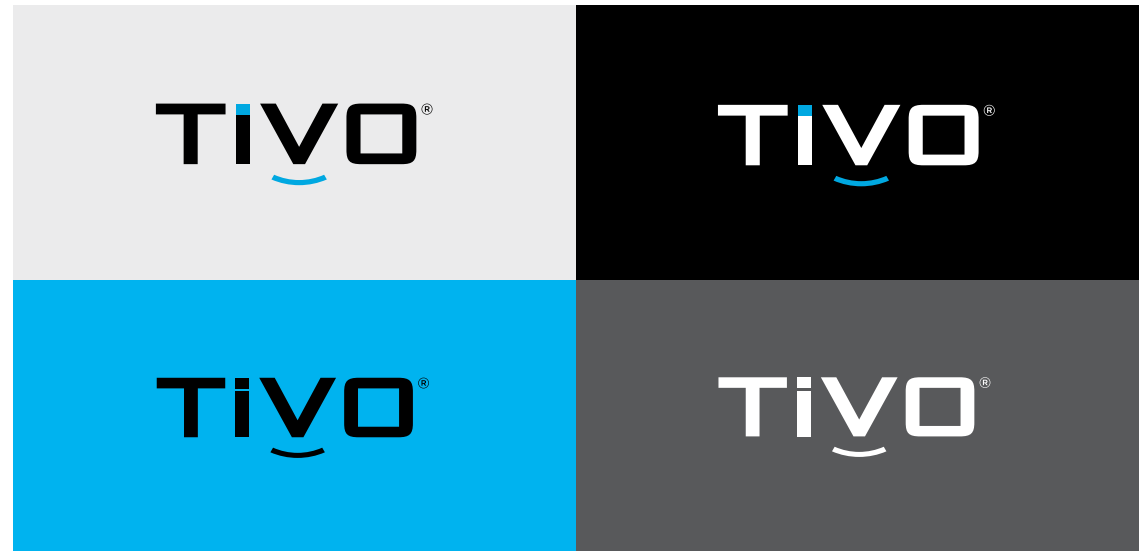
Can be used on a black background only.

Black

Can be used on white, 1-50% black, and solid color backgrounds.

White

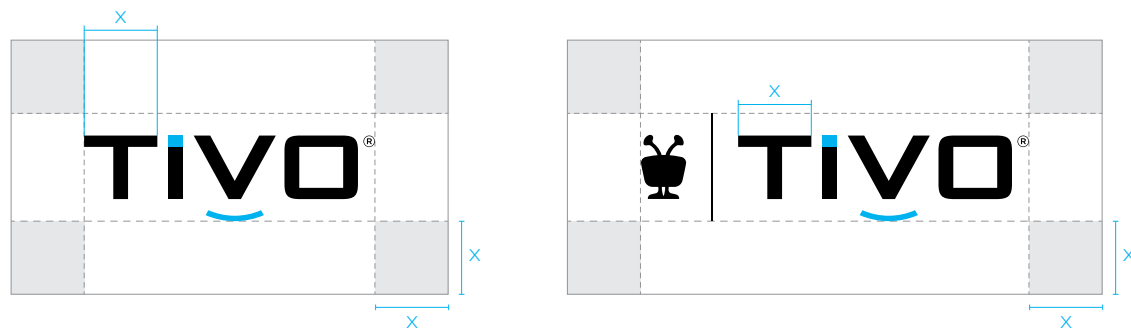
Can be used on black, 50-99% black, and solid color backgrounds.



CLEAR SPACE

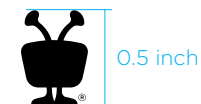
To maintain its visual integrity, the TiVo logo must never appear to be crowded by other elements; therefore, the use of clear space is essential.

Gray squares represent the width of the "T" in the logo. There should be a minimum of this amount of clear space in all directions of the logo.



SMALLEST SIZE

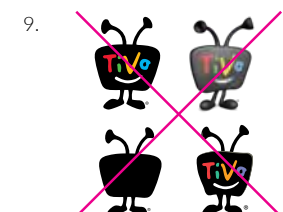
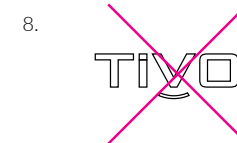
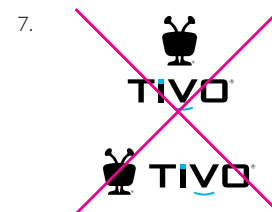
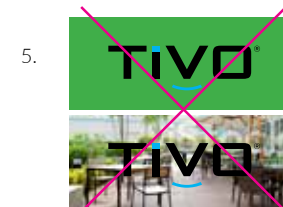
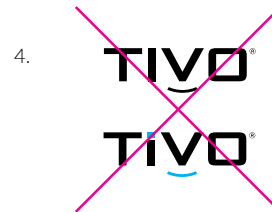
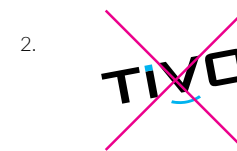
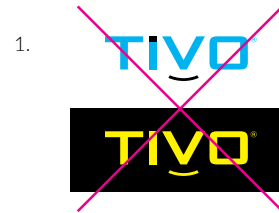
Ideally, the TiVo logos should not appear smaller than the sizes indicated to the right. At these sizes, the ® symbol needs to be adjusted from the standard art provided. It should be the width of the dot on the "i" at the logo's smallest size.



Do not alter the TiVo logo in any way. Never attempt to recreate the logo. Always use approved logo art from TiVo Marketing.

DON'TS

1. Don't recolor the logo. Only use the approved color logos provided by TiVo Marketing.
2. Don't rotate the logo.
3. Don't apply any 3D effects to the logo.
4. Don't use the one-color version of the logo in two colors and vice versa.
5. Don't put the logo on clashing background colors or busy photography.
6. Don't use the lockup if there is a TiVo silhouette already prominent and in close proximity on the same page.
7. Don't rearrange the wordmark and silhouette. Always use the lockup.
8. Don't outline the logo.
9. Don't use out-of-date TiVo logos.



We recommend using the new TiVo logo in all instances. However, as an option, TiVo's cable provider partners have the option of using an updated version of the legacy TiVo logo in printed and online communications. We refer to this as the MSO (Multi-Service Operator) logo.

LOGO DIFFERENCES

The MSO logo is similar to our old logo, but with some refinements. We modified it to establish a more stable and solid shape and to make it look less like a character. Please note the subtle differences, as indicated.



OLD



NEW

- ← Antennas are thicker and angled evenly.
- ← Body is symmetrical overall.
- ← Legs are thicker. Feet are joined at the heels and flat on the bottom.

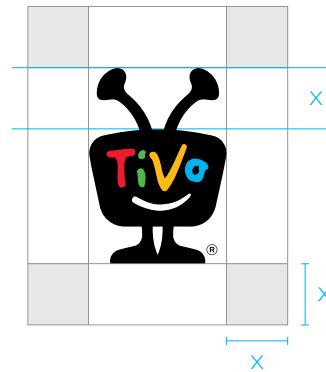


The outlined version of the MSO logo is used on dark backgrounds or when there is not enough contrast for the logo to be seen clearly.

CLEAR SPACE

To maintain its visual integrity, the MSO logo must never appear to be crowded by other elements; therefore, the use of clear space is essential.

Gray squares represent the height of the antennas in the logo. There should be a minimum of this amount of clear space in all directions of the logo.



SMALLEST SIZE

Ideally, the MSO logo should not appear smaller than 0.5 inch in height. At this size, the ® symbol needs to be adjusted. It should be the height of the space from the bottom of the smile to the top of the legs.



The MSO logo is no longer treated like a character. It should never be personified (e.g. talking, swimming or ice skating) or placed in scenarios or on top of objects. It should never be depicted wearing clothing or costumes.

The TiVo logo cannot surf...



nor can it ice skate...



or snorkel...



or stand on anything to give a speech.



This rule applies to both the MSO logo and Blankman, the TiVo silhouette.

Do not alter the MSO logo in any way. Never attempt to recreate the logo. Always use approved logo art from TiVo Marketing.

DON'TS

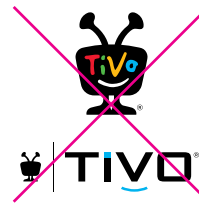
These rules also apply to Blankman, the TiVo silhouette logo.

1. Don't alter the colors or expression of the logo.
2. Don't use the MSO logo and the TiVo wordmark or lockup at the same time.
3. Don't depict the logo "standing" on any surface. The logo is not a character.
4. Don't place the logo in a contained shape.
5. Don't crop the logo.
6. Don't use the logo to create a pattern.
7. Don't use just a portion of the logo.
8. Don't use out-of-date TiVo logos.

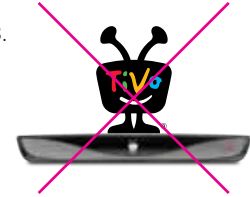
1.



2.



3.



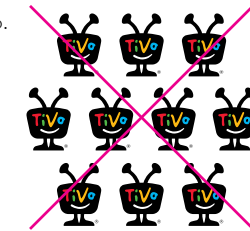
4.



5.



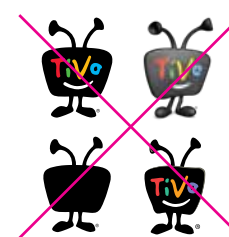
6.



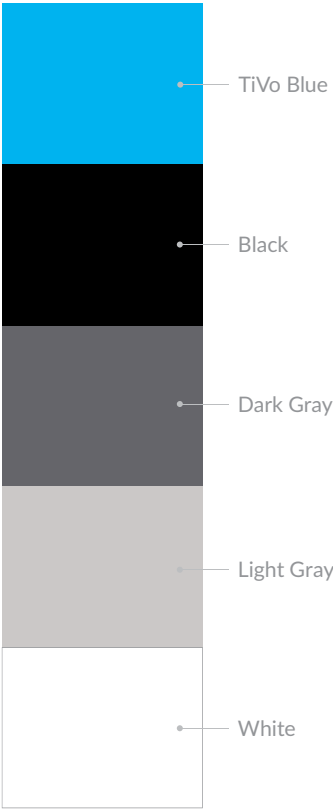
7.



8.



This color palette should be used as a guide for any print, online or embroidery materials associated with TiVo.



<div></div> <div>TiVo Blue</div> <div><table><tr><td>PANTONE</td><td>CMYK</td></tr><tr><td>2995 (coated paper)*</td><td>80/12/1/0</td></tr><tr><td>RGB</td><td>HEX</td></tr><tr><td>0/167/225</td><td>00A7E1</td></tr><tr><td>MADEIRA THREAD</td><td></td></tr><tr><td>1095</td><td></td></tr></table></div>	PANTONE	CMYK	2995 (coated paper)*	80/12/1/0	RGB	HEX	0/167/225	00A7E1	MADEIRA THREAD		1095		<div></div> <div>Black</div> <div><table><tr><td>PANTONE</td><td>CMYK</td></tr><tr><td>—</td><td>60/40/40/100</td></tr><tr><td>RGB</td><td>HEX</td></tr><tr><td>0/0/0</td><td>000000</td></tr><tr><td>MADEIRA THREAD</td><td></td></tr><tr><td>1000</td><td></td></tr></table></div>	PANTONE	CMYK	—	60/40/40/100	RGB	HEX	0/0/0	000000	MADEIRA THREAD		1000		<div></div> <div>White</div> <div><table><tr><td>PANTONE</td><td>CMYK</td></tr><tr><td>—</td><td>0/0/0/0</td></tr><tr><td>RGB</td><td>HEX</td></tr><tr><td>255/255/255</td><td>ffffff</td></tr><tr><td>MADEIRA THREAD</td><td></td></tr><tr><td>1001</td><td></td></tr></table></div>	PANTONE	CMYK	—	0/0/0/0	RGB	HEX	255/255/255	ffffff	MADEIRA THREAD		1001	
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<div></div> <div>Dark Gray</div> <div><table><tr><td>PANTONE</td><td>CMYK</td></tr><tr><td>Cool Gray 10 C</td><td>0/0/0/75</td></tr><tr><td>RGB</td><td>HEX</td></tr><tr><td>99/102/106</td><td>63666A</td></tr></table></div>	PANTONE	CMYK	Cool Gray 10 C	0/0/0/75	RGB	HEX	99/102/106	63666A	<div></div> <div>Light Gray</div> <div><table><tr><td>PANTONE</td><td>CMYK</td></tr><tr><td>Cool Gray 3 C</td><td>0/0/0/25</td></tr><tr><td>RGB</td><td>HEX</td></tr><tr><td>200/201/199</td><td>C8C9C7</td></tr></table></div>	PANTONE	CMYK	Cool Gray 3 C	0/0/0/25	RGB	HEX	200/201/199	C8C9C7																					
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Cool Gray 3 C	0/0/0/25																																					
RGB	HEX																																					
200/201/199	C8C9C7																																					

*If printing on uncoated paper, use PMS 306 for TiVo Blue.

The secondary color palette is used to support the primary color palette. Tertiary colors are used as accent colors and should not be the dominant color in a layout.

TiVo Red	TiVo Green	Orange	Yellow	Light Green	Dark Blue	Purple	Magenta
PANTONE 485 C	PANTONE 361 C	PANTONE 144 C	PANTONE 1225 C	PANTONE 390 C	PANTONE 3015 C	PANTONE 2613 C	PANTONE 234 C
CMYK 0/100/90/0	CMYK 70/0/100/0	CMYK 2/54/100/0	CMYK 0/22/83/0	CMYK 34/12/100/0	CMYK 100/59/21/4	CMYK 70/100/20/7	CMYK 33/100/33/7
RGB 237/27/47	RGB 52/178/40	RGB 243/138/0	RGB 255/200/66	RGB 182/189/0	RGB 0/95/155	RGB 106/30/116	RGB 166/0/99
HEX ED1B2F	HEX 34B233	HEX F38A00	HEX FFC842	HEX B6BD00	HEX 005F9B	HEX 6A1E74	HEX A60063
SECONDARY COLORS				TERTIARY COLORS			

Typography is an important component in TiVo's identity system, and the consistent use of typeface is essential to creating a recognizable look for TiVo through all corporate communications.

Gotham is the primary typeface used for titles and headlines in all TiVo communications. Lato is TiVo's secondary typeface used for body copy. Arial is used for online communications if Gotham and Lato are not available.

GOTHAM – Headlines

The following weights are available:
Extra Light, Light, Book, Medium and Bold

AaBbCc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

LATO – Body Copy

The following weights are available:
Light, Regular, Medium, Semibold and Bold

AaBbCc123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL – Online Communications

Regular and Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Use the specifications set for each font. Tracking will need to be increased when the font is used at a large size.

GOTHAM

Set kerning to “Optical” and tracking to -20. Tracking may need to be adjusted when using the font at a larger point size.

Note: The “o” in TiVo may need to be manually kerned tighter.

Use the Gotham font with correct specifications.

“Optical” and -20 tracking.

TiVo Inc.

“Optical” and -40 tracking. “O” is NOT manually kerned.

TiVo Inc.

“Optical” and -40 tracking. “O” is manually kerned.

LATO

Set kerning to “Optical” and tracking to 0. Tracking may need to be adjusted when using the font at a large size.

Note: The “o” in TiVo may need to be manually kerned tighter to look visually correct.

Use the Lato font with correct specifications.

“Optical” and 0 tracking.

TiVo Inc.

“Optical” and 0 tracking. “O” is NOT manually kerned.

TiVo Inc.

“Optical” and 0 tracking. “O” is manually kerned.

Our company brands, including the TiVo trademark, the TiVo logo and our other trademarks, are among our most valuable assets. To preserve and protect these brands—and to prevent their loss to the public domain—it is essential that they are used correctly.

COPY TRADEMARK GUIDELINES

1. Distinguish the trademark with either the ® registered trademark symbol or ™ trademark symbol.

The ® and ™ designations provide notice to others that a particular word, design or logo is a trademark. In the United States, the ® designation means that the trademark has been granted federal registration by the U.S. Patent and Trademark Office. The ™ designation means that the trademark registration process has not been completed with the U.S. Patent and Trademark Office; nonetheless the owner of the trademark is giving notice of a proprietary stake in the trademark. The ® and ™ designations indicate that you are referencing a particular brand. Use the ® or ™ designation to set the trademark apart from the text. The Product List in Section 5.2 indicates whether the ® or ™ symbol is appropriate for each TiVo trademark. The notice should appear at least once in each piece of printed matter—at the first place where the trademark appears.

EXAMPLE: *A TiVo® box automatically records your favorite shows.*

In the example above, the audience immediately recognizes that we are referring to a genuine TiVo® brand device rather than a generic video recording device.

2. Trademarks are singular.

Because a trademark is an adjective, it should never be used in the plural form. Instead, when necessary, the generic noun can be used as a plural.

EXAMPLE: ***Correct:** I want two TiVo BOLT™ boxes.*
***Incorrect:** I want two TiVos.*

3. Trademarks are never verbs.

It is never permissible to use any of our trademarks as verbs.

EXAMPLE: ***Correct:** I want to record "Modern Family" on my TiVo BOLT™.*
***Incorrect:** I want to TiVo "Modern Family."*

4. Trademarks are never possessive.

EXAMPLE: ***Correct:** The TiVo® remote control*
***Incorrect:** TiVo's remote control*

5. "TiVo" may be used to refer to the company, TiVo Inc., rather than a brand of product or service.

If "TiVo" is being used to refer to the company, rather than the brand of a product or service, then the rules for proper use of trademarks do not apply. Unlike trademarks, company names are proper nouns; they can be used in the possessive form. It is not necessary to use the ® or ™ symbol in accompaniment of references to TiVo as a company.

EXAMPLE: ***Correct:** TiVo is now offering its customers more choices than ever.*

***Incorrect:** TiVo® is now offering its customers more choices than ever.*

6. Attribute ownership to trademarks, where appropriate.

When needed to clarify who owns a particular trademark(s), a notice of the proper ownership of the trademark(s) should be given at the bottom of the page or piece.

EXAMPLE: *TiVo, the TiVo logo and the TiVo silhouette logo [and/or other TiVo trademarks that are referenced in the piece] are trademarks or registered trademarks of TiVo Inc. or its subsidiaries worldwide.*

NOTE: *In addition, if the material in the piece has been created by TiVo, then appropriate copyright ownership attribution language should be accorded to TiVo immediately prior to the trademark ownership attribution language that is accorded to TiVo.*

EXAMPLE: *© 2016 TiVo Inc. All rights reserved.*

Please include the legal copy on all materials mentioning the TiVo brand and its trademarks and registered trademarks.

TRADEMARK COPY (SHORT VERSION)

© 2016 TiVo Inc. All rights reserved. TiVo, the TiVo logo and the TiVo silhouette logo are registered trademarks of TiVo Inc. and its subsidiaries worldwide. All other company, product and brand names, logos and trademarks are the property of their respective owners.

TRADEMARK COPY (LONG VERSION)

© 2016 TiVo Inc. All rights reserved. TiVo, the TiVo logo, the TiVo silhouette logo, TiVo BOLT, TiVo Roamio, SkipMode, QuickMode, OnePass, OneSearch, TiVo Online, Tru Multi Room, TrickPlay, TiVo Central, Season Pass, WishList, TiVo Central, the Instant Replay logo, the Jump logo, the Thumbs Up mark and logo, the Thumbs Down mark and logo are trademarks or registered trademarks of TiVo Inc. and its subsidiaries worldwide. All other company, product and brand names, logos and trademarks are the property of their respective owners.

NOTE: Delete the ownership attribution to any particular trademarks that are not included in the text of the piece to which this ownership attribution language relates.

The following is a list of trademarks of TiVo Inc. Except for sounds, these trademarks should be printed with the registered trademark designation (®) or trademark designation (™) on their first appearance in all materials and wherever necessary to demonstrate that they are trademarks.

REGISTERED TRADEMARKS

TiVo®
 TiVo Central®
 Season Pass®
 WishList®
 TiVo Roamio®

REGISTERED SOUND TRADEMARKS

Alert sound mark	Speedup1 sound mark
Ascending sound mark	Speedup2 sound mark
Descending sound mark	Speedup3 sound mark
Error sound mark	Thumbs Up sound mark
Select sound mark	TiVo sound mark

TRADEMARKS

(U.S. registration process not complete)

TiVo BOLT™
 SkipMode™
 QuickMode™
 OnePass™
 OneSearch™
 TiVo Online™
 Tru Multi Room™
 TrickPlay™

REGISTERED TRADEMARK LOGOS

The following logos are registered trademarks of TiVo Inc. A registered trademark designation (®) must appear with all logos in all materials and must be large enough to be legible.



Instant Replay



Jump



Thumbs Up



Thumbs Down

Powered by **TiVo**®

TiVo Roamio®

TiVo Roamio® | PLUS

TiVo Roamio® | PRO

TiVo Roamio® | OTA
OVER THE AIR

TRADEMARK LOGOS

The following logos are trademarks of TiVo Inc. A trademark designation (™) must appear with all logos in all materials and must be large enough to be legible.

TiVo
BOLT™

 **TiVo** Online™

OnePass ™

 **Go**
 Antenna

This section gives some simple copy guidelines when writing about TiVo products. By following a consistent style, our communication will be more effective and professional.

GENERAL COPY RULES

Ampersands

Ampersands (&) are never used to replace the word “and” in body copy or headlines. An exception may be made for copy used in charts or diagrams, if space is an issue.

Apostrophes

Apostrophes are used in contractions and possessive forms of words (e.g. “won’t” for “will not”; the company’s earnings). Make sure the apostrophes are curly (see “Smart Quotes” in Section 5.2).

Apostrophes are never to be used in plural forms of words (e.g. DVRs, 1990s, TVs).

Capitalization

Sentence case capitalizes the first letter of the first word of a sentence. *Title case* capitalizes the first letter of every word except for articles, prepositions and conjunctions.

Use *sentence case* for all headlines. All headlines end with a period.

EXAMPLE: **Correct:** Commercial breaks are now optional.
Incorrect: Commercial Breaks Are Now Optional.

Use *title case* if it is the name of an event or product.

EXAMPLE: **Correct:** TiVo Roamio® Holiday Sale
Correct: All-In Service Plan

Dashes

Hyphens (-) are used with compound adjectives (e.g. pitch-corrected).

En dashes (–) are used in a span or range of dates, times or numbers (e.g. 8 am–8 pm).

Em dashes (—) can be used in place of commas or parentheses to enhance readability. (e.g. Attach a TiVo® Mini to each of your TVs—with no additional service fees.)

Whether using a hyphen, en dash or em dash, do not insert spaces between the dashes and the words.

Dates

Spell out days of the week and months whenever possible. Abbreviations should only be used if there are space constraints. Do not use a comma if listing just a month and a year. Always use numbers without *st*, *nd*, *rd* or *th*.

EXAMPLE: **Correct:** January 2016 **Correct:** January 1, 2016
Incorrect: January, 2016 **Incorrect:** January 1st, 2016

Exclamation Points

Exclamation points are used for emphasis and should be used sparingly. Do not use exclamation points in headlines.

Numbers

Spell out numbers under 10 (1-9) in copy. Use numerical figures for numbers 10 and up.

Oxford Comma

When writing a list, do not use a comma before the word “and” (known as the serial or Oxford comma).

EXAMPLE: **Correct:** Get content from Netflix, Amazon Prime and Hulu.
Incorrect: Get content from Netflix, Amazon Prime, and Hulu.

Phone Numbers

Use dashes—not dots, spaces or parentheses—in phone numbers.

EXAMPLE: **Correct:** 408-519-5333 +40-0232-210-423
Incorrect: 408.519.5333 +40 0232 210 423

Prices

When stating prices in copy, if the dollar amount is whole, omit the decimal and 00 for cents. When numbers have four or more digits, use commas (e.g. 5,000).

When using prices in graphics, the dollar sign and the cents are smaller and superscripted—aligning with the top of the dollar number—and no period is used.

EXAMPLE: **Correct:** \$199⁹⁹ **Incorrect:** \$199.99

“Smart Quotes”

Use smart quotes (or curly quotes), curved quotation marks and apostrophes (“ ” ’), as opposed to the generic straight single and double quotes (" '), also referred to as dumb quotes. Straight quotes are used only to indicate inches or feet in measurements.

EXAMPLE: **Correct:** “Smart quotes” **Correct:** won’t
Incorrect: "Smart quotes" **Incorrect:** won't

Correct: The TiVo BOLT™ measures 14.4".
Incorrect: The TiVo BOLT™ measures 14.4".

Keyboard shortcuts to produce smart/curly quotes:

Mac: Option +] makes an opening single curly quote
 Option + Shift +] makes a closing single curly quote
 Option + [makes an opening double curly quote
 Option + Shift +] makes a closing double curly quote

Windows: Alt + 0145 makes an opening single curly quote
 Alt + 0146 makes a closing single curly quote
 Alt + 0147 makes an opening double curly quote
 Alt + 0148 makes a closing double curly quote

Time

Write the time, insert a space, then “am” or “pm,” using lowercase letters and no periods (e.g. 8 pm). If only stating one time, such as 8 pm, the zeros are not necessary. If listing a time frame or varying times (e.g. 8:00 am–8:30 am), include the zeros.

EXAMPLE: **Correct:** The call center opens at 10 am.
Incorrect: The call center opens at 10AM.

Correct formatting of words/phrases frequently used in TiVo marketing copy:

4K	Internet	TiVo service
4K Ultra High-Definition	on-demand (<i>adj.</i>)	ultra high-definition (<i>adj.</i>)
All-In Service Plan	on demand (<i>n.</i>)	Unified Entertainment System
CableCARD	TiVo app	website
email	tivo.com	WiFi

TIVO BOLT

Here are some rules when writing about TiVo BOLT.

- Always use all caps on the word “BOLT.”
- Always precede the word “BOLT” with the word “TiVo.”
- Use a ™ after TiVo BOLT in the first instance it’s used.
- At the beginning of a sentence, use “the” before the product’s name. (e.g. The TiVo BOLT finds any available episode of any show you want to watch.)
- When the product name is not used at the beginning of a sentence, drop the preceding article. (e.g. Instantly find any show with the OneSearch feature on TiVo BOLT.)
- Never refer to the TiVo BOLT as a “DVR.” Call the product a “Unified Entertainment System,” and capitalize each of those words. Do not use “UES” as an acronym.

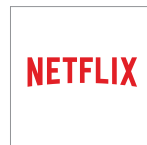
PRODUCT NAMES

Note the corresponding trademark symbol and where it is placed. This symbol should appear with the product name on the first appearance in all materials.

TiVo BOLT™
 TiVo Roamio®
 TiVo Roamio® Plus
 TiVo Roamio® Pro
 TiVo Roamio® OTA
 TiVo® Premiere
 TiVo® Stream
 TiVo® Mini
 TiVo® Bridge
 SkipMode™
 QuickMode™
 TiVo Central®
 Season Pass®
 WishList®
 OnePass™
 OneSearch™
 TiVo Online™
 Tru Multi Room™
 TrickPlay™

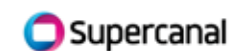
These logos are used in print and on the web to show what applications can be found on the latest TiVo products.

These square format logos are representative of applications found on the TiVo user interface. Company logos can be found in Section 6.3.



This section shows logos that are frequently featured in TiVo marketing materials. If you have logos that do not match these or have questions about proper usage and required approvals, please check with the individual company's corporate guidelines to ensure proper compliance and usage.

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