

ARM TRADEMARK USE GUIDE FOR AMBA, AMBA 2, AMBA 3 AND AMBA 3 ASSURED LOGO FAMILY

AMBA is a set of recognized industry - standard bus interface protocols, ARM is a registered owner of the technology and associated trademarks. ARM authorizes use of the marks, upon execution of either a trademark license agreement or a click through license, depending on the application. This document outlines the use of the marks.

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AMBA[®] is a registered trademark of ARM Limited. A symbol [®] or [™] is always used in conjunction with the appropriate AMBA logo. The size of the [®] or [™] may vary depending on the size of the logo.

AMBA[®]



May be used by any company that uses, supports or designs with AMBA[®] versions 1 and 2. It may not be altered or deformed in shape or size proportions in any way. Do not replace the logotype with a different typeface or non-authorized color. Do not use the logo or logotype as an element in titles headlines or text. Do not set type near or to the logo that could be construed as a corporate slogan or motto. A minimum white space clearance of ½ the width of logo must be maintained on all sides. Minimum logo size is 6mm.

AMBA[®] 3



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AMBA 3 ASSURED



May be used by companies on particular products that ARM has authorized them to use it on. Currently this includes ARM Verification Libraries (AVL).

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TEXT USE

AMBA[®] is a registered trademark of ARM Limited. AXI[™], AHB[™], AHB-Lite[™], APB[™], ATB[™] and ASB[™] are trademarks of ARM Limited. A symbol [™] is always used in conjunction with the first use of these marks in each document. The following explains the use text rules for these marks:

AMBA[®] and AMBA[®] 2

AMBA[®] and/or AMBA[®] 2 (the 2 is a discretionary mark which can be used to label the version of AMBA[®] used) and the proper protocol name; AHB, ASB or APB (if applicable) and version number (if applicable) must be used in all incidence of text to describe any product or solution that uses or supports the AMBA[®] standard bus interface. It must then always be followed by one of the following nouns; technology, protocol, interconnect, interface, methodology, architecture or specification.

For example:

- The AMBA[®] AHB[™] Protocol
- The AMBA[®] 2 AHB[™] Protocol (The use of '2' is optional)
- Using AMBA[®] technology
- The AMBA[®] 2 specification
- ARM926EJ-S[™] core with AMBA[®] interfaces

A proper trademark symbol [®] must always be used with AMBA on first use. A proper trademark symbol [™] must always be used with AHB, ASB and APB on first use. The words AMBA, AHB, ASB and APB must always be capitalized. There should always be a space between "AMBA[®]" and "2", i.e. AMBA[®] 2.

Note: A company must not use the protocol name as a stand-alone description, ie. ARM AXI. The protocol name is to be used in conjunction with either AMBA[®], AMBA[®] 2 or AMBA[®] 3. Protocol names may never be used as a noun.

Company product names that support AMBA[®]:

A company may not under any situation use the AMBA[®] name in their own product name, i.e Company (product + AMBA[®]) name – Company ABC SwiftAMBA[®] product. An acceptable alternative is to include AMBA[®] in their product descriptor preceded with either the word for, with or supporting, i.e. Company ABC SwiftCouple product for AMBA[®] interfaces.

AMBA[®] 3

'AMBA[®] 3' must be followed by a protocol name; AXI, AHB-Lite, ATB or APB (if applicable) and a version number (if applicable). It must always then be followed by one of the pre-approved nouns. The pre-approved noun list includes: technology, protocol, interconnect, interface, methodology, architecture or specification.

For example:

- AMBA[®] 3 ATB[™] Protocol
- The AMBA[®] 3 protocol family
- The AMBA[®] 3 AXI[™] v1.0 specification
- The AMBA[®] 3 AHB-Lite[™] protocol
- ARM1176JZ-S core with AMBA[®] 3 interfaces

A proper trademark symbol [®] must always be used with AMBA on first use. A proper trademark symbol [™] must always be use with AXI, AHB-Lite, APB and ATB on first use. The words AMBA, AXI, AHB, APB and ATB must always be capitalized. There should always be a space between "AMBA" and "3",i.e. AMBA[®] 3.

Note: A company may not use the protocol name as a stand-alone description, ie. ARM AXI. The protocol name is to be used in conjunction with either AMBA[®], AMBA[®] 2 or AMBA[®] 3. Protocol names may never be used as a noun.

Company product names that support AMBA[®] 3:

A company may not under any circumstance use the AMBA[®] 3 name in their own product name, i.e Company (product + AMBA[®] 3) name – Company ABC SwiftAMBA[®] 3 product. An acceptable alternative is to include AMBA[®] 3 in their product descriptor preceded with either for, with or supporting, i.e. Company ABC SwiftCouple product for AMBA[®] 3 interfaces.

AMBA[®] 3 ASSURED

AMBA[®] 3 ASSURED is restricted to authorized companies for text use with marketing and technical materials on particular products that ARM has authorized. Currently this includes ARM Verification Libraries (AVL).

Text use guidelines are:

'AMBA[®] 3 ASSURED' must be followed by one of the pre-approved nouns. The list includes : technology, protocol, interconnect, interface, methodology, architecture or specification.

The proper trademark[®] must be used with the first use of AMBA[®] 3 ASSURED.

The word AMBA[®] and ASSURED must always be capitalized. There must always be one space between "AMBA[®]" and "3". i.e. AMBA[®] 3.

AMBA Interface Protocols

ATB, APB, AHB, AHB-Lite, AXI – AMBA[®] protocols are trademarks of ARM. However, they may not be used by companies as standalone marks or nouns. They must always be preceded by "AMBA[®] " and followed by one of the following nouns: technology, protocol, interconnect, interface, methodology, architecture or specification. The appropriate symbol [™] must be included on first use:

Examples:

- AMBA[®] 3 AXI[™] interface protocol

The chart below represents the current registration mark and appropriate protocols to use with each version of AMBA[®].

	AMBA [®]	AMBA [®] 2 (The '2' here is optional)	AMBA [®] 3
Interface protocols	ASB [™] , APB [™]	ASB [™] , APB [™] , AHB [™]	ATB [™] , APB [™] , AHB-Lite [™] , AXI [™]
Trademark	[™]	[™]	[™]
Graphic Logo	AMBA	AMBA	AMBA 3 OR AMBA 3 ASSURED

* NOTE All protocols are trademarks of ARM, but ARM will not allow use of the protocols as standalone nouns by any company.