ZOLL Medical Corporation
Trademark and Product Name Usage Guidelines

January 2022

ZOLL
an Asahi Kasei company

Trademark Usage Guidelines

ZOLL trademarks are valuable assets that represent ZOLL's brands and help distinguish ZOLL's high-quality products and services from others in the industry. Trademarks, when used correctly, are an important part of a company's branding strategy and provide a legal course of action against others who misuse the company's brands. Below are some basic trademark use guidelines for use with ZOLL's products and services and on product literature, marketing materials, websites, and other written materials.

If you have questions about these guidelines or other questions about ZOLL's trademarks, please feel free to contact:
ZOLL's Intellectual Property Group contact for brands and trademarks.
Kuangshin Tai (ktai@zoll.com).

Trademark Use

The ® registration symbol is universally recognized as an indicator that a brand name (e.g., a word or phrase) is an exclusively owned registered trademark. When used with ZOLL registered trademarks, it puts the public on notice that only ZOLL can use the mark in connection with the relevant products and/or services. The ® registration symbol indicates that ZOLL filed for and has received a trademark grant from a trademark authority (such as the U.S. Patent and Trademark Office), allowing ZOLL exclusive use of the particular mark.

Another symbol used in connection with trademarks is the ™ trademark symbol, which indicates that the mark owner has not been granted a registered trademark from the relevant trademark authority. It is used to put the public on notice that the mark owner either has a trademark application pending, for example in the U.S. Patent and Trademark Office, or that the owner is interested in

merely obtaining non-registered common law rights (recognized in the United States, but not in most other countries).

General Guidance for Using the ® Symbol

1. When generating ZOLL materials for a specific country, the ® symbol should be used immediately following a trademark when the trademark is registered in that country.

2. When ZOLL marketing materials are generated by language and may be used in more than one country, as long as the mark is registered in one of the countries in which the materials will be used, the ® symbol may be used in connection with ZOLL trademarks in those materials if the following language is included in the copyright and trademark legend at the end of the content:

   • For ZOLL Medical: "Copyright © [Year] ZOLL Medical Corporation. All rights reserved. [LIST THE USED MARKS] are trademarks or registered trademarks of ZOLL Medical Corporation in the United States and/or other countries. All other trademarks are the property of their respective owners."

   • For subsidiaries of ZOLL Medical: "Copyright © [Year] ZOLL Medical Corporation. All rights reserved. [LIST THE USED MARKS] are trademarks or registered trademarks of ZOLL Medical Corporation and/or its subsidiaries in the United States and/or other countries. All other trademarks are the property of their respective owners."

3. When it is not possible to include the above copyright language, such as on product labels, it is acceptable to use the ® symbol when the mark is registered in the U.S. and the product is manufactured in the U.S.

4. For other cases, use the ™ symbol.

Trademark Usage Guidelines - cont.

Proper Trademark usage

1. Trademarks are adjectives used to modify nouns; the noun is the generic name of a product or service.

   - Correct: *The R Series® defibrillator*
   - Incorrect: *The R Series® is a defibrillator.*

2. Since they are adjectives, not nouns, trademarks should not be used in the plural or possessive form:

   - Incorrect: *ZOLL AED 3s are available for purchase.*
   - Correct: *ZOLL AED 3 defibrillators are available for purchase.*
   - Incorrect: *X Series' biphasic waveform provides optimal defibrillation therapy.*
   - Correct: *The X Series monitor/defibrillator's biphasic waveform provides optimal defibrillation therapy.*

   When there are multiple mentions of a registered or unregistered trademark, we recommend marking the first and most prominent use of the mark.

3. The generic name of our product (e.g., "defibrillator" or "monitor/defibrillator") should follow the trademark in the first and prominent uses in printed or electronic materials and as often as is reasonable in the balance of the materials. Use the generic term at the first instance of a product name as follows:

   - Acceptable First Use: *"R Series monitor/defibrillator" (for example a title of a piece) for flow or due to space constraints.*
   - Correct: *The R Series monitor/defibrillator is used by hospitals to treat patients suffering from cardiac arrest.*

4. In text following a title and/or prominent use of the mark, although not preferred but in order to avoid repetition and for readability of marketing materials, the mark may sometimes be used without a following generic noun and/or without the trademark symbol ®. In those instances, however, avoid using an article but rather use as a name:

   - Acceptable: *R Series® is a monitor/defibrillator.*
   - Acceptable: *R Series® has easy-to-use technologies to help you consistently deliver high-quality CPR.*
   - Incorrect: *The X Series® addresses EMS needs now and moving forward.*
   - Incorrect: *What is the X Series®?*
   - Incorrect: *The X Series® provides defibrillation and real-time CPR feedback in one compact device.*

5. When referring to the company, always capitalize every letter of "ZOLL."

   - Correct: *ZOLL develops and manufactures industry-leading products.*
   - Incorrect: *Zoll develops and manufactures industry-leading products.*

Proper Usage Guidelines for ZOLL Product Names

The following are proper usages of ZOLL-related names and products. These guidelines should help increase quality and consistency in all company materials and correspondence.

Do not use individual product logos, bold, italics, or type treatments such as dots in our product names.

All materials should include a copyright line that identifies ZOLL and any other products mentioned as registered trademarks. Please refer to **Section 5: Trademark Usage Guidelines** for guidance on when and how to use register marks and the language and formatting for copyright lines.

At the Heart of Saving Lives®

AccuVent®

Advancing Resuscitation. Today.®

AED Plus®

AED Plus® Trainer2

AED Pro®

AEV® *(No longer in production, now called Z Vent®)*

AmbulancePad™

AutoPulse® Resuscitation System

- LifeBand®
- Quick Case™ carry sheet
- Resuscitation on the Move™

Bundle of Care™

Cardiac Science®

CardioPump® *(IPR Solutions; International only)*

CClaw®

Code-Ready®

CodeNet®

Coolgard 3000®

Cool Line®

CoolRepeat®

CPR Dashboard™

CPR-D-padz® electrodes

CPR Index™

CPR Uni-padz®

Data Comm™

Defibrillator Dashboard®

Defib Mentor™

Designed for Unexpected Heroes™

DownStream®

DRēAM View

Dura-padz® *(International only)*

Dura-gel® *(International only)*

Eagle II™ *(No longer in production, now called Z Vent®)*

EMV+®

En-Pro®

ExpertCare™

FloControl®

G3 Pro®

Heroes for Life™ *(LOGO ONLY, not in text. Do not add copyright line. Only use ™ in the logo.)*

High-Quality Targeted Temperature Management or HQTTM

Hospital Wearable Defibrillator (HWD in subsequent refs; do not include (TM) or (R)

Icy®

InnerCool®

Intellisense® battery

Intellisense® CPR

Intellisense® electrodes

Intravascular Temperature Management or IVTM™

LifeBand® *(used with AutoPulse®)*

LifeBridge® *(discontinued)*

LifeVest®

Masimo product names: *See Masimo section at the end of this list for required registered trademarks.*

MasterTrak™ *(above the words Heartsafe Management Software)*

MDLINK®

Microstream is a registered trademark of Oridion Medical 1987 Ltd.

Microstream® EtCO$_2$ Measurement Technology *(In ad copy, "Measurement Technology" may be deleted.)*

Mobilize™ trauma kits
(when appearing with logo, use ®)

  • *Do not use Mobilize Rescue Systems™*

National AED Registry®

NeuroFlo®

OneStep™ electrodes *(on first reference)*

Pedi-padz®

Pedi-padz® II

Perfusion On Demand®

PIVT™

PlusCare™

PlusTrac®

PlusLearning™

PocketCPR®

Power Infuser®

Powerheart®

Program Management Onboard®

Pro-padz® multifunction electrodes

Propaq® – S*ee Welch Allyn section at end of this list for copyright requirements.*

Protocol Assist Code Markers™

Quattro®

Quick Case™ carry sheet
(used with AutoPulse®)

R Series® monitor/defibrillator
(R Series on second reference)

rainbow SET—*See Masimo Corporation section at the end of this list for copyright requirements*

Rapid Cable Deployment System™

RapidShock®

Real BVM Help® in U.S. *(Real BVM Help™ in international materials)*

Real CPR Help®

Rectilinear Biphasic™ waveform
(note lowercase w)

remedē® System

RescueCoach®

Rescuelink®

RescueNet® 12-Lead

RescueNet® Billing

RescueNet® Billing Pro

RescueNet® CaseReview

RescueNet® EventSummary

RescueNet® CodeWriter

RescueNet® CommCAD

RescueNet® Crew Scheduler

RescueNet® Dispatch

RescueNet® ePCR Suite

RescueNet® FireRMS

RescueNet® Insight

RescueNet® Link

RescueNet® Live (formerly Remote view)

RescueNet® Navigator

RescueNet® Resource Planner

RescueNet® Road Safety®

RescueNet® @Work

Rescue Ready®

Rescue Ready® Services

Respicardia®

ResQCPR® System *(IPR Solutions; U.S. only)*

ResQGARD® *(IPR Solutions; U.S. only)*

ResQPOD® *(IPR Solutions)*

ResQPUMP® *(IPR Solutions; U.S. only)*

ResQSEAL™

ResQSystem™ Solution

Resuscitation on the Move™
(used with AutoPulse®)

RHYTHMx®

RoadSafety®

SafeForce™

SAROS 4000™ Oxygen Concentrator

(Note that ZOLL distributes but does not manufacture this product. Please use the following language in the copyright line for materials that include this product:

Manufactured by CAIRE® Inc. Distributed by ZOLL Medical Corporation. SAROS is a trademark of CAIRE® Inc. Not available for sales within the Unites States.)

Saving Hearts™

See-Thru CPR®

Sense 'n Sync™

Smart Help®

Smart. Ready. Trusted.™ *(used with ZOLL AED 3 and Mobilize Rescue Systems)*

Smartcuf®

Solex 7®

Speed Pack™

Star® Biphasic

Start-Up Kit *(Never use SUK)*

Stat-padz® multifunction electrodes

Stat-padz® II multifunction electrodes

STx™ *(no superscripted "+" sign)*

In the brands below, always superscripted "+" sign:

STx+™ Surface Pad System
(Never use STx+™ Surface Cooling System)

STx+™ Surface Pads

STx+™ Surface Pad Set

STx+™ Thigh Pads

STx+™ Patient Vest

ST+™ CoolRepeat®

SuperSaturated Oxygen Therapy
or SSO_2 Therapy

SureBP®

SurePower™

SurePower™ battery

SurePower™ charger

SurePower ™ II

Survivalink®

TBI Dashboard™ *(U.S. and international use)*

Temperature Management Solutions or TMS

Thermogard™

Thermogard HQ™
• *Never use TG HQ, TGHQ*

Thermogard XP® *(prior to 2015 referred to as IVTM™)*
 • *Never use "TGXP"*

TherOx®
 • *Never use "DownStream®"*

TherOx® SSO_2 Cartridge

TherOx® SSO_2 Catheter

TherOx® SSO_2 Cartridge

TherOx® SSO_2 Catheter

Uni-padz® electrodes

Vac-Pak®

Ventilation Simplified™

X Series® monitor/defibrillator
(X Series on second reference)

X Series® Advanced

XChange™ program

Z Vent® transport ventilator
(Z Vent on second reference)

ZOLL®

ZOLL AED 3®
• *Do not use "AED 3" without "ZOLL"*

ZOLL AED 3® BLS

ZOLL AED Plus® *(Europe only)*

ZOLL® AmbulancePad™

ZOLL® AR Boost®

ZOLL® Billing

ZOLL® Care Exchange

ZOLL® Dispatch

ZOLL® emsCharts®

ZOLL® EMS Mobile Health

ZOLL® Fire Reports

ZOLL M2® *(International only)*

ZOLL® Online

ZOLL® Respond™

ZOLL® WebStore

CAIRE Product Names

autoSAT®

CAIRE®

SAROS 4000™

Cardiac Science Product Names

At the Heart of Saving Lives®

Cardiac Science®

G3 Pro

G5

Intellisense® battery

Intellisense® CPR

Intellisense® electrodes

MasterTrak™

MDLINK®

Powerheart®

RescueCoach®

Rescuelink®

Rescue Ready®

Rescue Ready® Services

RHYTHMx®

Star® Biphasic

Survivalink®

Masimo Corporation Product Names

For all Masimo products, add a credit line that says: Masimo, rainbow, SET, SpCO, and SpMet are trademarks or registered trademarks of Masimo Corporation.

Masimo®

Masimo rainbow®

RD SET®

Masimo SET®

rainbow SET®

Masimo SpCO®

Masimo SpMet®

Welch Allyn Product Names

Propaq is a registered trademark of Welch Allyn.

Please include the following statement at the end of the copyright line in all print materials:

Propaq is a registered trademark of Welch Allyn.

Do not include the following product names as part of the *trademarks or registered trademarks of ZOLL* copyright sentence.

Propaq®

Propaq® LT

Propaq® M

Propaq® MD

Smartcuf®

SureBP®