



Fiserv is passionate about protecting the company's trademarks and service marks (each, a "Fiserv Mark" and collectively, the "Fiserv Marks"). Fiserv Marks are extremely valuable assets and it is essential that they be used correctly to prevent their loss to the public domain.

The following guidelines, which may be updated by Fiserv from time to time, were created to help ensure broad and consistent display of Fiserv Marks by clients, customers, and/or vendors licensed for such use ("Licensee"). Please direct any questions regarding these guidelines to

Guidelines

1. Trademark Notice.

Fiserv Marks must appear with the appropriate trademark notice. The respective trademark symbol (for example, TM, SM or ®) in superscript, two points smaller than regular text, shall be used following the Fiserv Mark. For U.S. federally registered Fiserv Marks, the symbol ® must immediately follow the Fiserv Mark, at a minimum with both the

Fiserv Mark. For Fiserv Marks that are not federally registered but used in the U.S., the symbol "TM" (for trademarks) or "SM" (for service marks) must immediately follow the Fiserv Mark, at a minimum

use of the Fiserv Mark. For Fiserv Marks registered or licensed for use outside the

obtained from Fiserv Corporate Legal.

Statement"). The Trademark Attribution Statement must be legible with a minimum size of 6 point text. The Trademark Attribution Statement generally appears at the end of a document, but may be placed on the front inside cover of a document or at the bottom of a web page.

Following are examples of Trademark Attribution Statements. Please contact Brand Management for

Fiserv Marks being displayed.

When only the company is referenced

- Fiserv is a registered trademark of Fiserv, Inc.

When both the company and a product/service are referenced

- Fiserv and Premier are registered trademarks of Fiserv, Inc.

When the company and multiple products/services are referenced

- Fiserv, Premier, Signature, Corillian Online and Business Online for Premier are trademarks, registered trademarks, service marks or registered service



3. Form of Use of Word Marks.

Trademarks are adjectives, not nouns or verbs. Accordingly, Fiserv Marks must be used as an adjective only, and must be used in conjunction with the noun that it

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countries, and may or may not be registered in your country. All trademarks, service marks and trade names referenced in