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TOPTIER™ SOFTWARE, INC. STYLE GUIDE

Guidelines to Logos,
Trademarks and Market
Positioning Statements

Version 2.1

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TopTier Logo Guidelines

The TopTier Name

"TopTier Software, Inc." is the company's name and should be used in full when first referenced. Successive references using the trademark "TopTier™" to refer to the company is acceptable. Note that TopTier is always one word.

Please include the appropriate trademark symbol at the first occurrence of any TopTier trademark. A list of TopTier Trademarks for the U.S. can be found later in this document under the section names "TopTier Trademark Guidelines".

Using the TopTier Logos

Only TopTier is entitled to use the TopTier company logos. Permission is provided to companies for incorporation in their marketing materials but this permission may be revoked at any time for any reason.

The TopTier company logo comes in 2 versions. The full TopTier company logo contains the 9-box graphic element, the company name "TopTier Software" and the tagline "e-Business like you've never seen in before." This is the preferred logo and should be used wherever possible.



The shorter TopTier company logo contains only the 9-box graphic element and the company name "TopTier Software"

The TopTier partner logo may not be used by any company without explicit permission granted through an agreement or special permission granted by Frank Blenn, TopTier's Channel Partner Marketing Manager available at Fblenn@toptier.com.

Unacceptable Usage

- Do not alter the colors of the TopTier Logos.
- Do not add taglines to the TopTier Logos.
- Do not use the TopTier Logos as read-through copy.
- Do not create a joint identity using your company logo and the TopTier logos.

- Do not rotate the TopTier logos on an angle.
- Do not apply 3-D effects to the TopTier logos.
- Do not place a border around the TopTier logos.
- Do not separate the graphic element from the name "TopTier Software".

Logo Colors

The TopTier Logo uses the following PMS colors and percentages:

PMS Color	315 cvu
Dark Color Screen	100%
Light Color Screen	40%

TopTier Logo Usage

The Logo may be used on T-shirts and on Trade Show Booth Space

The Logo may not be used on Business Cards (partners are exceptions and should be cleared through Frank Blenn at fbleenn@toptier.com).

Guidelines for Using TopTier Trademarks in the USA

TopTier's Policy

TopTier Software Inc.'s policy is that all Partners and Customers must use TopTier's trademarks properly. Improper use of a trademark detracts from its distinctiveness and impact as an advertising tool and may even result in its eventual loss.

Therefore, TopTier provides these Guidelines to help Partners and Customers become familiar with the proper use of the TopTier trademarks.

TopTier Trademarks

TopTier owns a number of registered and unregistered/pending trademarks, some of which are listed below. Please refer to this list and to these guidelines when preparing marketing and news materials, photo captions, packages and advertisements or when selecting a name for a product or service. For an updated list, please contact TopTier's Director of Corporate Marketing (see contact information under "Any Questions?").

- Drag & Relate
- Drag and Relate
- E-business like you've never seen it before
- Enterprise Integration Portal
- HyperRelational
- HyperRelational Navigation Protocol
- HRNP
- Point of View Navigation
- TopTier
- TopTier Software Inc.
- You gotta see it

Use of the TopTier Name and TopTier Trademarks

No company has a right to use or incorporate the TopTier name, logo or any other trademarks belonging to TopTier in connection with that company's product. TopTier trademarks, on the other hand, may be fairly used to describe compatibility with programs or applications. These guidelines are intended to assist to Partners and Customers in using TopTier trademarks properly.

Proper Use of Trademarks

A trademark must be used properly in order to avoid any confusion as to the source or origin of a product. The following are TopTier's rules of use:

A trademark is a proper adjective and must *always* be capitalized to distinguish it in print. For example, it is incorrect to say, “**a drag and relate application**”, rather it should be referred to as a “**Drag and Relate application**”. A trademark should not be abbreviated; for example “**D&R**” is incorrect for “**Drag and Relate**”.

The first instance of a trademark, in both titles and text, should be introduced with the generic term for the product and show the status (™ or ®) of the trademark. After the initial notation, the symbol and generic name need not appear with the name. For example,

"The TopTier portal has **Drag and Relate**™ capabilities. **Drag and Relate** is a new user paradigm."

The first sentence contains the word with the generic term and the ™ or ® symbol; the second sentence does not.

Fine print credits identifying the owner of the trademark (aka a tagline) should be placed on the copyright page of a manual or at the bottom of an advertisement. For example, a fine print credit for a reference to TopTier's Enterprise Integration Portal and Drag and Relate application should read

"TopTier Software Inc., Enterprise Integration Portal and Drag and Relate are trademarks or registered trademarks of TopTier Software Inc. in the United States and elsewhere in the world. All other names may be trademarks or registered trademarks of their respective owners."

Referencing TopTier

Standard description of TopTier products and services is “e-business portal products, technology and solutions” or “enterprise e-business portal products, technology and solutions.”

TopTier products should be referred to as a “solution” rather than a “system.”

The first reference in text to TopTier, the company, needs specifically to specifically refer to "TopTier Software, Inc."

When discussing TopTier's patented navigation technology, the technology itself can be referred to as "HyperRelational™". The technology protocol should be referred to as "HyperRelational Navigation Protocol™" of "HRNP™". Successive references can refer directly to HRNP.

Trademarking information should be included at the end of each press release: “TopTier, Enterprise Integration Portal, HyperRelational, Drag and Relate, [list all mentioned trademarks] and all TopTier product and service names referenced herein are trademarks or registered trademarks of TopTier Software, Inc.”

Product Depiction

Representations of TopTier products must be fair. A representation should look like the TopTier product and should not reflect negatively on TopTier.

Product Design

Do not simulate the TopTier package configuration, logo or trade dress in a manner that may confuse the general public.

Self Test

To decide whether your product name, packaging or advertising may be a problem, ask yourself the following questions:

- Could my product name or use (for compatibility purposes) lead a customer to believe the product is affiliated or sponsored by TopTier?
- Does my product name include a TopTier trademark?
- Does my ad or artwork use TopTier trademarks in any way other than to show that the product is compatible with TopTier software?
- Does my artwork contain any other TopTier logos (or variations of them)?
- Is my package design, logo or trade dress similar to TopTier?

If your answer to any of these questions is “yes,” we recommend that you change your product name, advertisement design or packaging. If you are unsure, please contact TopTier.

TopTier Market Positioning Statements

50 Words

TopTier Software Inc. provides leading companies with e-Business-to-Business technology, portal products and complete solutions. Through partnerships with global consulting firms and ERP vendors, TopTier web-enables e-business by integrating legacy systems and applications with the internet.

75 Words

TopTier Software Inc. provides leading companies with e-Business-to-Business technology, portal products and complete solutions. Through partnerships with global consulting firms and ERP vendors, TopTier web-enables e-business by integrating legacy systems and applications with the internet. No new code required. No training. Point. Click. Drag. Drop. Anyone who can execute these four simple steps knows how to use TopTier to swiftly access, link and relate data – even data from disparate sources – in an endless variety of ways through a browser.

100 Words

TopTier Software Inc. provides leading companies with e-Business-to-Business technology, portal products and complete solutions. Through partnerships with global consulting firms and ERP vendors, TopTier web-enables e-business by

integrating legacy systems and applications with the internet. Using its patented XML-based Drag and Relate™ technology, TopTier Software and its e-business Enterprise Integration Portal solutions transfer control to the most capable hands, at any given time, for any given task, from any application, in any given place, without any special application skills. IT professionals can quickly and inexpensively integrate their core applications and processes for intranets and extranets.

125 Words

TopTier Software Inc. provides leading companies with e-Business-to-Business technology, portal products and complete solutions. Through partnerships with global consulting firms and ERP vendors, TopTier web-enables e-business by integrating legacy systems and applications. Using its patented XML-based Drag and Relate™ technology, TopTier Software and its e-business Enterprise Integration Portal solutions transfer control to the most capable hands, at any given time, for any given task, from any application, in any given place, without any special application skills. TopTier Software enables IT professionals to integrate the core applications and processes for intranets and extranets fast and inexpensively. The company's products and services fuse the hypertext abilities of the Internet with the freedom to import data invisibly from disparate sources.

Any questions?

Please contact Elissa Fink, Director of Corporate Marketing, with any questions or comments by email at efink@toptier.com, by phone at 408/360-1700 x233 or by fax at 408/360-1703. Thank you!