DRIVECORE™ trademark usage guideline for ecosystem partners

1. Background

DRIVECORE™ is Infineon's category trademark for software bundles from Infineon and trusted ecosystem partners for Infineon Automotive Microcontrollers (DRIVECORE™ software bundle). The term DRIVECORE™ also refers to the ecosystem of partners contributing to those bundles (DRIVECORE™ ecosystem).

Ecosystem partners remain free to market and sell their software independently to customers, either for Infineon or third-party microcontrollers.

As DRIVECORE™ software bundles combine Infineon and partner components, consistent and correct use of the DRIVECORE™ trademark is crucial.

2. Trademark usage

Partners are welcome referring to DRIVECORE™ in communications without requesting individual approval.

DRIVECORE™ may only be used to designate either the Infineon DRIVECORE™ ecosystem or the DRIVECORE™ software bundles. If a partner sells its software separately, the partner must use its own software name.

Usage examples for ecosystem partners:

- [ecosystem partner] is a qualified partner of Infineon's DRIVECORE™ ecosystem.
- [software name of ecosystem partner] from [ecosystem partner] is now available as part of Infineon's DRIVECORE™ [name of DRIVECORE™ software bundle from Infineon] software bundle.

Ecosystem partners must apply the DRIVECORE™ trademark consistently as follows:

2.1 Spelling

Use DRIVECORE™ as a single word, in uppercase letters: DRIVECORE™

Do not use Drive Core™, drivecore™, DriveCore™, DriveCore, or other variants.

2.2 Trademark sign

Where feasible, add the trademark sign (™) directly after the name: DRIVECORE™.

2.3 Specifier

Always follow DRIVECORE™ with a short descriptive specifier that explains its meaning (for example "software bundle" or "ecosystem").

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2.4 Distinctiveness

Separate DRIVECORE™ from other trademarks and product/software names. Ensure that the software names of ecosystem partners and the DRIVECORE™ trademark are not combined in a misleading way.

Correct: DRIVECORE™ software bundles for AURIX™ MCUs
Incorrect: DRIVECORE™ AURIX™

Correct: [software name] from [ecosystem partner] is now also available as part of Infineon's DRIVECORE™ PS4 VI1 software bundle
Incorrect: DRIVECORE™ [software name ecosystem partner]

2.5 DRIVECORE™ software bundle naming

The official nomenclature for DRIVECORE™ software bundles is defined by Infineon. Partners must use only the bundle names communicated by Infineon.

Examples:

- DRIVECORE™ TC4 VT1 software bundle for AURIX™ TC4 MCU
- DRIVECORE™ T2G QI1 software bundle for TRAVEO™ T2G MCU