

ROKU TRADEMARK GUIDELINES

TRADEMARKS

A. Registered Trademarks

ROKU®
ROKU READY®
STOP DREAMING. START STREAMING.®
THERE'S A TON OF ENTERTAINMENT IN THIS LITTLE BOX.®
STREAMING STICK®



B. Common Law Trademark

HAPPY STREAMING™
Now This Is TV™
Roku® Streaming Stick™
Roku Ready® Streaming Stick™
Roku TV™

The above registered and common law trademarks are referred to throughout the Roku Trademark Guidelines (the "Guidelines") as the "Roku Mark(s)."

The above ROKU Logos and the ROKU READY Logos are referred to throughout the Guidelines collectively as the "Roku Logos."

GUIDELINES

The requirements set forth in these Guidelines are in addition to all other terms and conditions of your written agreement with Roku, Inc. ("Roku") and supersede any conflicting terms or conditions of such written agreement.

THE ROKU LOGOS

The ROKU Logos consist of the name ROKU represented in the colors, shape and style reflected in the electronic copy provided to you by Roku. The ROKU READY Logos consist of the name ROKU READY represented in the colors, shape and style reflected in the electronic copy provided to you by Roku. Roku will provide you with the artwork for the Roku Logos, as applicable. When you reproduce any of the Roku Logos, you must use only the artwork provided by Roku or its designee. You may not alter any Roku Logos as provided to you in any manner, including proportions, colors, elements, typeface, or in any other respect. You may not animate, morph, or otherwise distort the perspective or dimensional appearance of any of the Roku Logos. To ensure consistent presentation of the Roku Logos across all media formats, you must use Pantone Violet C for purple. If Pantone is not available, you may use the following color conversion formats:

RGB = 102 45 145
CMYK = C75 M100
Hex (web only) = #662D91

TRADEMARK NOTICES

The first use of any Roku Mark in a document or on a web page should include the symbol noted in the trademark listing above, i.e. ® for registered trademarks and ™ for the common law trademark.

The artwork provided to you for the Roku Logos contains the ® symbol, and that symbol should never be deleted from the artwork.

All uses of Roku Marks and Roku Logos must include the following general statement in a reasonably visible location (customized according to which marks you are actually using):

ROKU, the ROKU Logo, ROKU READY, the ROKU READY Logo, “STOP DREAMING. START STREAMING.”, “HAPPY STREAMING”, “THERE’S A TON OF ENTERTAINMENT IN THIS LITTLE BOX.”, “STREAMING STICK”, and “NOW THIS IS TV” are trademarks and/or registered trademarks of Roku, Inc. in the United States and other countries.

NO USE OF IDENTICAL OR SIMILAR NAMES; NO COMBINATION MARKS

You may not use any name or trademark confusingly similar to the Roku Logos or any other Roku Mark. You may not use any Roku Mark in such proximity to any of your own trademarks or third party trademarks so as to create a combination or composite mark. You may not combine any Roku Mark with your own or other third party trademark to create a telescoped mark or “mash-up” of the two (or more) marks.

OWNERSHIP RIGHTS AND COOPERATION

Nothing herein gives to you any right, title or interest in any of the Roku Marks or Roku Logos, except the right to use such Roku Marks or Roku Logos solely in accordance with the terms of your written agreement with Roku. The Roku Marks and the Roku Logos are the sole property of

Roku; and any and all uses by you of the same, and all goodwill derived therefrom, whether or not done pursuant to the written agreement, will inure solely to the benefit of Roku. At Roku's request and reasonable expense, you must provide Roku with any specimens and execute all documents necessary to protect and confirm Roku's rights to the Roku Marks and the Roku Logos and any act reasonably necessary for Roku to secure or maintain rights to the same.

NO REGISTRATION OF MARK OR OBJECTIONS TO VALIDITY

You must not (a) do anything that might harm the reputation or goodwill of the Roku Marks or the Roku Logos; (b) take any action inconsistent with Roku's ownership of the same; (c) challenge, raise, or cause to be raised any questions concerning Roku's rights or interests in the same; or (d) attempt to register the same.

ADVERSE USE

You will provide reasonable cooperation with any legal or equitable action by Roku to protect its right, title and interest in and to the Roku Marks or the Roku Logos, however, you will not be responsible for any attorneys' fees and/or costs whatsoever with respect to the same.

INFRINGEMENT PROCEEDINGS

In the event of infringement of any Roku Marks or Roku Logos by a third party, Roku will have the sole right, in its discretion, to initiate and conduct proceedings (including notifications to customs or other government officials objecting to the importation of infringing goods) against the infringing party, to initiate and conduct negotiations with respect thereto, including settlement discussions, and to retain any damages recovered in such proceedings. You will not be responsible for any attorneys' fees and/or costs whatsoever in connection with such action.

QUALITY CONTROL & REVIEW PROCESS

A. Product and Services Quality. You may use and apply the Roku Marks and the Roku Logos only to the products and other materials permitted by your agreement and only so long as the quality of those products and other materials meets Roku's standard of quality consistent with the level of quality reflected in Roku's own services and products. Without limiting the foregoing and by way of example only, the Roku Marks and Roku Logos may not be used on or in connection with any material that is pornographic, morally offensive, defamatory, infringing or otherwise objectionable, or that violates any state, federal or foreign law or regulation.

B. Prior Submission of Samples. At Roku's request, you must submit samples of any and all materials bearing any Roku Marks or Roku Logos to Roku for review and approval prior to the distribution of such materials. Unless otherwise expressly provided for in your written agreement with Roku, Roku will have the right to make reasonable objections to any such sample within five (5) business days of its receipt thereof on the grounds that Roku reasonably believes in good faith that the use or distribution of such materials will be damaging to the recognition value or reputation for quality associated with the Roku Marks or the Roku Logos, or the materials do not meet the requirements of these Guidelines or your written agreement with Roku. In the event of such an objection, you must modify the materials in accordance with the objection prior to the use or distribution of the materials.