

Verizon Naming Guidelines

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INTRODUCTION

The wide range of Verizon's consumer and business products, services, and offerings presents a challenge in managing the thousands of names within our brand portfolio, for today and the future. Managing the portfolio will help our sales teams and customers navigate through the many options available, and focus our marketing efforts.

With so many offerings available today and more going to market every quarter, creating the right kind of name for each of them, and keeping these names organized and intelligible is no simple task. Each name must be appropriate for its external and internal users, and must also fit comfortably within a nomenclature system designed to ensure coherence, clarity, and uniqueness under our Verizon brand.

These guidelines have been developed to aid you in understanding and managing these challenges. Each chapter details specific procedures for deciding whether to name specific new offers, and explains the logic behind the naming strategies we use across our Lines of Business (LOBs) and in our product and service portfolio.

By applying the principles and tools found here, our diverse audiences will benefit from more focused branding, resulting in a clearer and more consistent experience from all of Verizon.

CHAPTER I

THE IMPORTANCE OF NAMING

Naming is essential.

The primary role of a name is to identify a product or service for the customer. It can communicate one or at most two of the key functions or benefits of an offering. No name can possibly communicate every aspect of a product or service. The name is only one “piece of the pie.”



As the fundamental component of a product or service’s identity, the *right* name is a significant competitive advantage in a market as crowded as our own.

Names can range from industry-standard terminology to trademarks. Managing, updating and expanding the way we name across our lines of business requires thoughtful strategy and adherence to overarching principles to ensure that the names that comprise our portfolio of offerings are clear, cohesive and consistent.

Verizon uses what is called a “master brand” strategy to organize its current names and to guide the creation of new names. This means that the Verizon name comes before all product and service names so our customers instantly recognize that Verizon’s standard of quality is behind everything we promote. It also ensures that our products do not compete against the Verizon master brand, but rather, enhance it. In short, our master brand approach lends credibility to all of our offerings while differentiating them in the minds of consumers.

We apply this master brand strategy through *naming conventions*—Verizon-specific rules that have been

created to ensure that all of our names, across all lines of business, are clearly, recognizably interrelated and mutually supported.

Naming conventions allow for a more efficient, informed approach to naming, ultimately increasing speed to market and overall brand value. When applied consistently and over time, our naming conventions help us to organize and offer our products and services to customers in a way that makes sense to them and to us, as well as help us communicate the values for which our brand stands.

What makes a name a good name?

A good name delivers key communicative benefits on a number of levels:

It clearly expresses strategic insight

Good names can speak directly about a product or service's function or benefit to the user, as well as differentiate it from what has come before and what else the market offers.

It is easy to say

The best names are easily and instinctively pronounced by consumers, who shouldn't have to worry that they might be saying something incorrectly.

It is legally available

No matter how good a name is, if it fails to be legally cleared then the name cannot be used.

It is memorable

Names should aim to stick in people's minds without getting in the way of customers understanding what the product or service is. Where a name will live is also important—if a name will stand out in stores or on packaging, it may deserve a differentiating, unique name, while a name featured on customer bills, or a navigation button on a wireless device, a descriptive name may be more appropriate. Therefore, the memorability of a name is based on its context for use and for our customers.

It sounds like it comes from Verizon

As our naming conventions take hold internally and in the marketplace, this aspect will become more obvious over time. However, staying informed about the naming conventions of our competitors should also help attune your ear to the types of names that are Verizon, and those that are not.

CHAPTER II

THE NAMING MANAGEMENT PROCESS

Naming is not simply a creative exercise, although creativity is an essential part of it. It is a strategic process that requires specific steps to ensure we create names that are sensible from a business, marketing and sales perspective and that are legally and linguistically viable.

This chapter identifies the key people to involve and the strategic steps to follow whenever you need to create a name. This process has been developed to apply to all of our lines of business.

Why a Naming Management Process?

The Verizon naming process has been streamlined to ensure consistency across all lines of business (LOBs) and to protect Verizon's unique trademarks. The central focus is to:

- Create names that communicate our offerings clearly
- Build product/service brands that resonate with customers
- Differentiate our products and services from the competition
- Clearly define what needs a unique name and what does not

The overall goal is to develop names that create a manageable set of valuable assets for Verizon.

Naming Managers Help You With the Process

Dedicated contacts within Verizon have been assigned to assist Product Sponsors throughout the naming process. Their role is to provide key support and advice at each step, as well as to ensure that the result of each naming exercise is in the best interests of the Verizon brand.

The Product Sponsor is the external or internal contact responsible for developing the product within each LOB. Corporate Marketing oversees the entire naming process for all LOBs. Please see the current contact list found in the Index at the back of this document.

When is Naming Support Needed?

Naming support is needed for external and internal initiatives such as:

External/Customer-facing Names:

- New Products, Services and Content Offerings
- Marketing Campaign Lines
- Partnerships or Co-Branded Offers
- Customer Promotional Programs

- Customer Publications (print and online)
- URLs
- Navigation terms, on wireless devices or other products

Internal

- Newsletters
- Organizational Names
- Systems
- Employee Programs

Development Tools

A number of proprietary tools have been developed to assist with the naming process. They are available within the Verizon Naming Portal.

- 1. Verizon Product and Service Naming and Graphic Decision Tool** – A set of cumulative strategic criteria is used to determine whether or not a name is needed and what type of name should be developed for each project. The Decision Tool can be found in Chapter III and can be downloaded as a separate document on the Naming Portal.
- 2. Verizon Naming Request Form** – A standardized, easy-to-complete form that Product Sponsors and Naming Managers use to:
 - capture all of the strategic and business objectives for the product or service to be named, and
 - clearly describe the offering we are naming, the objectives for the name and creative direction for what we want the name to say.

The naming team will use this blueprint to develop names, and all teams concerned will use the priorities listed in the form as the criteria against which to select the most appropriate names. This document is used by the Naming Managers and/or one of our external brand agencies.

The Naming Request Form can be found on the Naming Portal and may be downloaded for your use.

- 3. Verizon Naming Recommendation Form** – This is a standardized document that summarizes the naming objective for the new product or service along with the name recommended by the Naming Managers. It is developed prior to IP Legal approval as background material in search requests. After receiving IP Legal clearance and Corporate approval of the name, Naming Managers add name usage guidelines, including use of any trademark symbol, as provided by IP Legal to the document for use by the Product Sponsor and/or Team.

Role of Naming Managers

Naming Managers (assigned to corporate organizations and LOBs) play an important role in supporting your naming needs and requirements.

Naming Managers work with product sponsors by:

- Helping to establish the overall naming approach in accordance with the Naming Decision Tool
- Guiding you through the overall naming process
- Helping you complete the Naming Request form and establish strategic criteria for name development
- Managing brand agency and market research needs
- Coordinating and assisting with the Verizon Intellectual Property (IP) legal process
- Creating specific guidelines for the use of new names including the trademark usage guidelines and the use of any trademark symbols as provided by IP Legal.
- Adapting existing guidelines to accommodate major new technologies

Role of Product Sponsors

Product sponsors should follow these steps within the naming process:

- Contact the Naming Manager to initiate the process – to determine whether a name is needed as well as the type of name required
- Conduct a pre-naming work session with appropriate resources to gather the information required to complete the Naming Request Form, if needed
- Refine Naming Request Form with Naming Manager and agree to all criteria for naming before creative development
- With the Naming Manager, review the short list of name candidates with your LOB legal counsel to ensure there are no business/legal conflicts. Exception: Naming Managers for Verizon Wireless select and provide one name.
- Provide necessary input and participation in market research, if needed: methodology, questionnaire development, results analysis
- Implement the name and follow usage guidelines provided for the name including the trademark usage guidelines and use of any trademark symbols as provided by IP Legal

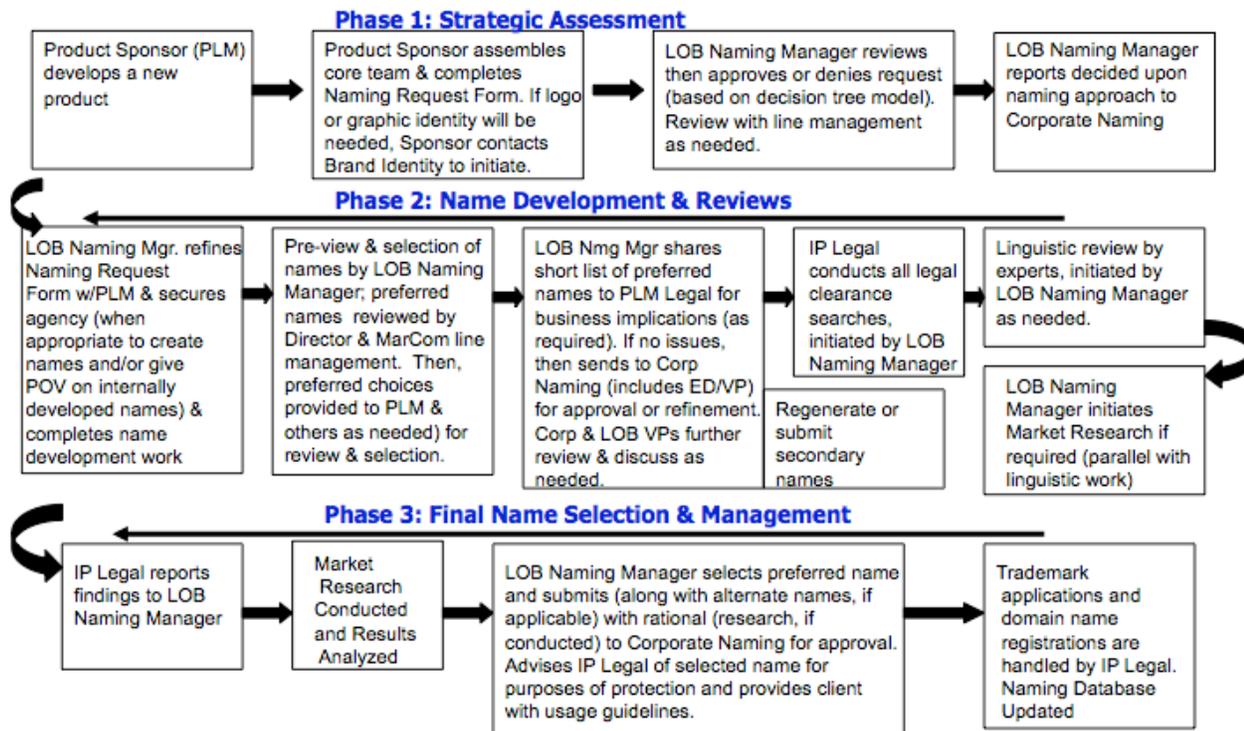
Naming Process Flow

Naming has been incorporated into the Verizon Launch Process as follows:

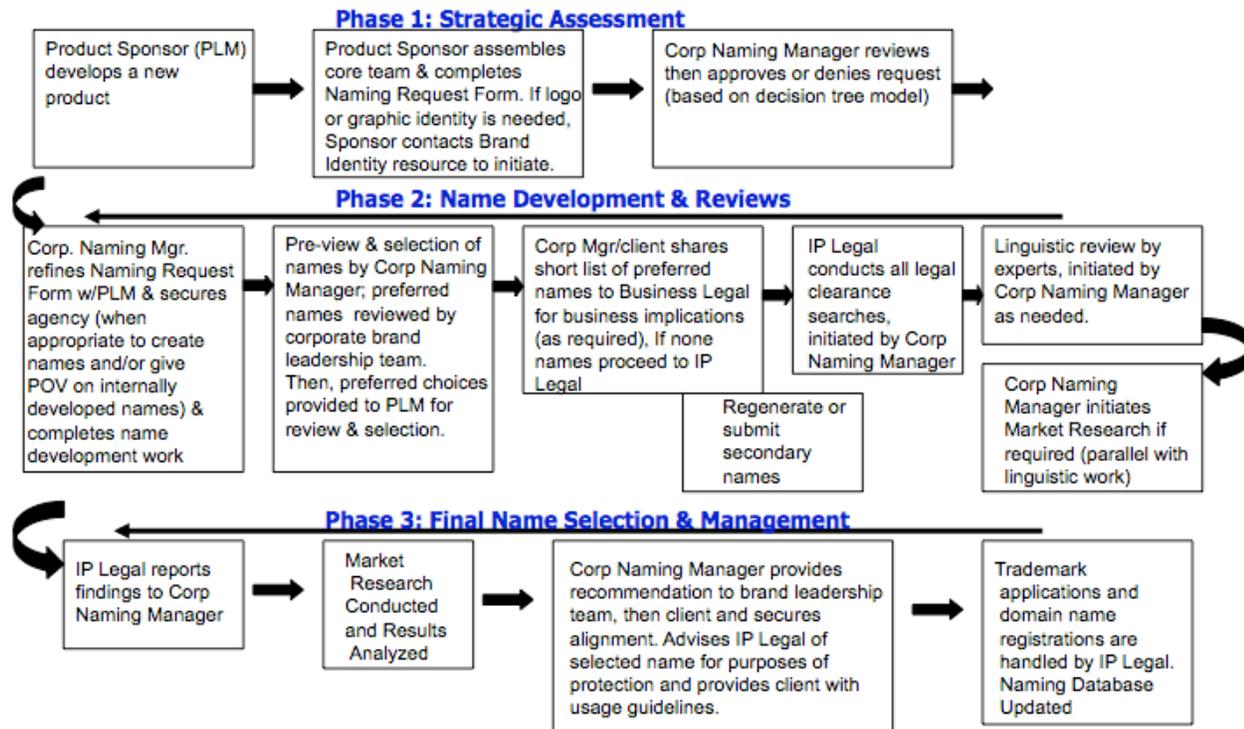
- Stage 1 – Product Manager notifies Corporate Branding and Naming of the product initiative
- Stage 2 – The Naming Request Form is sent to the appropriate Line of Business contact (this is a requirement and will be added to the checklist)
- Stage 3 – Naming and Branding task should be completed

We have established a process for naming. There is a process for each LOB and a separate process for Corporate organizations. The following charts detail these processes.

Naming Process (LOBs)



Naming Process Flow (Corporate Organizations)

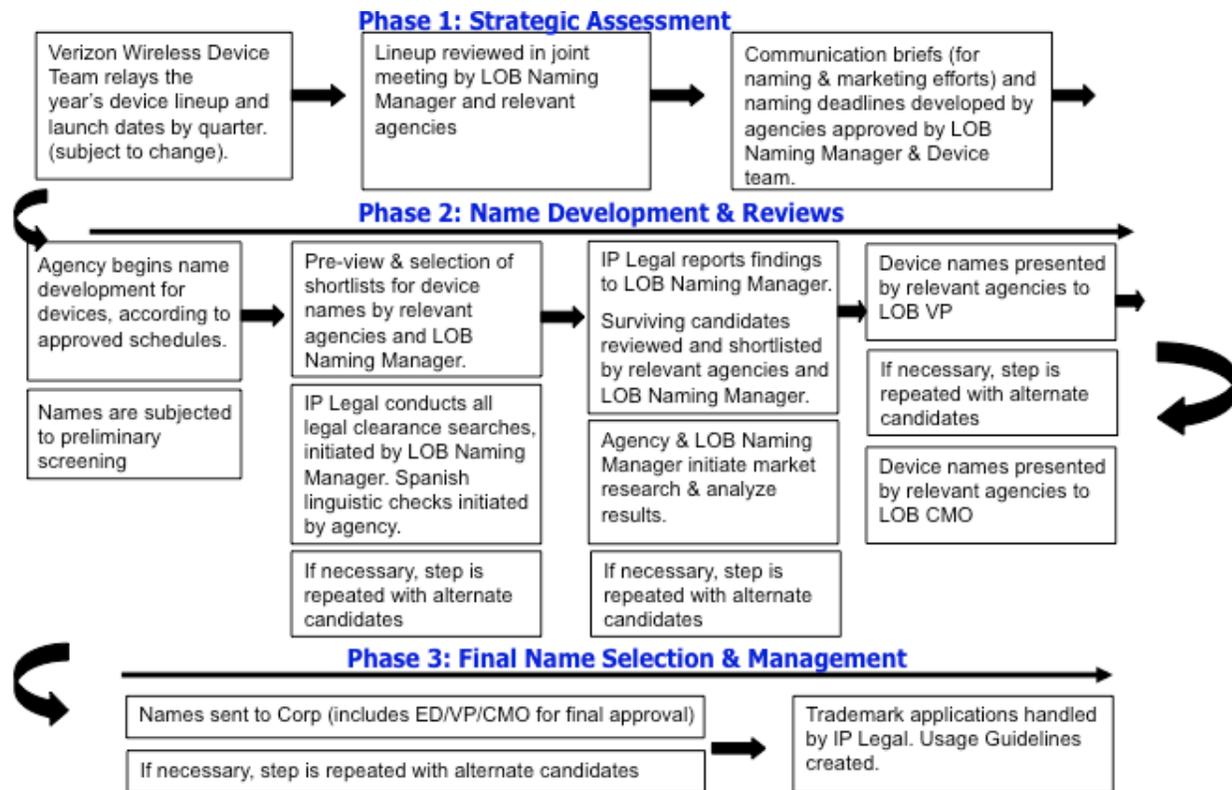


Lead Time for a Name

Names for new products and services involving creative development work by a brand agency typically require 6-12 weeks from start to completion. If market research is required, a project may exceed the 12-week timeline depending upon methodology, complexity and the number of participants. For wireless devices, target for naming completion is 5 months in advance of the product launch, so briefing for name development should occur 8 months prior to launch date.

Naming Process (Verizon Wireless)

Device naming for Verizon Wireless follows the process illustrated in the chart below



Be sure to leave enough time for Naming to accommodate the following:

- Internal Billing/IT Date
- Device User Interface Deadlines
- MarCom Production Date
- Test-Market Date
- Intellectual Property (IP) Legal clearance searches (clearance typically requires fifteen (15) business days)

Key Take-Aways

- Plan ahead
- Understand and abide by the process

CHAPTER III

THE VERIZON NAMING STRATEGY

Our naming strategy has been unified and aligned across all of Verizon to avoid inconsistencies and ensure brand cohesion. It consists of seven overarching principles, which help us meet the following naming strategy objectives:

- Provide customers with clear, consistent communication to help them navigate and make choices within our portfolio
- Streamline the naming process to increase speed to market
- Eliminate unnecessary naming in order to simplify communications, save time and reduce legal expenses
- Simplify names for easier use by sales reps, as well as facilitate cross-LOB selling
- Keep customer attention on the Verizon brand

NAMING STRATEGY PRINCIPLE I: Leverage our Master Brand

The Verizon master brand is a powerful business and marketing asset. We leverage its credibility and reliability by using it consistently in naming. Although each LOB acts as its own agent, our customers should see Verizon as one company with a breadth of offerings spanning a range of audiences and needs.

There are rare instances in which the Verizon master brand should not be used. For example:

- When launching a new brand which cannot be associated with Verizon
- If there is reason to believe that Verizon is a barrier to entry for this offering (i.e., the brand presents a credibility issue)

Three essential elements form the basis of our master brand approach to naming: simplicity, clarity and maintaining customer perspective.

1. **Simplicity**

The basic objective of any name is to let customers know what we offer and where those offers come from. Almost all products and services need to be identified and understood in some way using names and/or descriptors, but **only those with unique value propositions that bring a new dimension to the master brand need a unique name.**

2. Clarity

We have three brands in the marketplace:



Our products and services need to be named in a way that complements, rather than competes with, the master brand. Some general guidelines:

- Names must build equity in Verizon.
- Names must convey immediate product or service credibility through association with the master brand.
- Only Verizon and Verizon Wireless may be used as “master brands” in our naming conventions.
- Verizon is the master brand for all Corporate, Telecom, Business and Converged offerings:
Verizon + Product/Service Name
- Verizon Wireless is the master brand for wireless offerings:
Verizon Wireless + Product/Service Name
- Verizon Business is not used as a master brand, as many of our Telecom offerings overlap with our Business offerings. In addition, using Verizon as the master brand for business products facilitates entry into the global enterprise marketplace.
- Verizon Business, which is focused on Large/Enterprise customers, is distinguished through its own specialized naming conventions.

Use of the marks VZ, VZW and VZB, all closely associated with Verizon, will be strategically limited and determined on a case by case basis:

- VZ is used primarily within Corporate, Telecom and Wireless. It may be used to address strategic concerns or character limitations. It should not be used where the use of Verizon or Verizon Wireless is more appropriate.
- VZW is used primarily within Verizon Wireless. It may be used to address strategic concerns or character limitations. It should not be used where the use of Verizon Wireless is more appropriate.
- VZB is used primarily within Verizon Business. It may be used to address strategic concerns or character limitations. It should not be used where the use of Verizon Business is more appropriate.
- VZ and VZW may be used in vanity numbers for internal or external use.
- VZ, VZW and VZB may all be used for brevity in internal communication.
- All domain names that contain “Verizon”, “VZW”, “V” or “VZ” must be registered by Verizon

3. **Maintaining Customer Perspective**

As our nomenclature strategy focuses on maximizing the power and value of the Verizon brand, the majority of our products and services will be named descriptively. This is also done to make it easier for customers to identify and navigate through our many products, services and offerings.

Careful consideration, using the Naming Decision Tool (see Chapter III), must be given to determine what offerings will get a descriptive name and what offerings may qualify for a unique name.

- Descriptive names should simply identify products, services and offerings coming from Verizon.
- Brand and sub-brand names should build meaning and positive associations for Verizon beyond the functional benefits of an individual product, service, or offering.

There is more often than not a desire to create unique names with “marketing sizzle.” It is important to keep in mind that we are in the business, first and foremost, of marketing Verizon. We thus strictly limit the creation of brand names other than Verizon.

Limiting brand names simplifies communications, making it easier for our customers to navigate through our product portfolio, and for our sales reps to sell those products.

Furthermore, remember that a name never lives by itself, and will come to life in the context of supporting communications, the sales process, in-store and on-line environments and experiences, and packaging.

NAMING STRATEGY PRINCIPLE II: Define What and How to Name

The following elements of our naming strategy are designed to make naming easier and more efficient across our organization. All names created for Verizon and its LOBs should be created from this perspective.

1. Descriptively name most offerings

By using descriptive names, we clearly communicate what an offering is, how it functions and what its key benefit is to users. Simplicity and clarity are key to obtaining and retaining customers, and are values that are central to the Verizon brand. Names that are confusing can slow down, clutter, or block customer consideration and purchasing decisions.

2. Leverage existing customer knowledge

With the exception of brand and sub-brand names, use industry-standard terminology whenever possible for new products or services. We want to ensure that our customers always understand that we have what they are looking for. Leveraging accepted industry-wide terminology speeds and simplifies the navigation and purchasing process.

3. Reserve non-descriptive names for flagship offerings

We reserve the creation of unique names for innovative and strategic offerings. The Naming Decision Tool (see Chapter III) helps identify which products qualify for flagship status. When appropriate, these offerings may use names that are less descriptive and more differentiated.

4. Avoid one-off naming to maximize marketing impact

When considering whether a new name is needed, your first question should always be, "Is there an existing name or sub-brand family that can include this new offering?" Our aim is to avoid unnecessary name proliferation in order to maximize marketing budgets and focus both sales efforts and customer decision-making.

Whenever possible, bring products with similar capabilities together to create more compelling sales propositions for customers. Do this by creating product portfolios or product families.

Product portfolios use umbrella names to unite related, individually named components. This allows cross-selling, as well as flexibility for individual components to be marketed separately, if needed.

For example:

| | |
|-----------------------------------|---------------------------|
| Verizon Expert Care | (portfolio umbrella name) |
| Verizon Premium Onsite Support | (portfolio member) |
| Verizon Premium Technical Support | (portfolio member) |

Product families use a shared sub-brand name or descriptor to link various offerings. A descriptive component is added to the family name for each offer in order to create a coherent, cohesive system for customer navigation.

For example:

| | |
|-------------------------|-----------------|
| V CAST | (family name) |
| V CAST Music | (family member) |
| V CAST Mobile TV | (family member) |

| | |
|---|-----------------|
| Verizon Wireless Nationwide | (family name) |
| Verizon Wireless Nationwide Single Line Calling Plan | (family member) |
| Verizon Wireless Nationwide Family SharePlan | (family member) |
| Verizon Wireless Nationwide for Business Calling Plan | (family member) |

NAMING STRATEGY PRINCIPLE III: Maintain a Consistent Naming Hierarchy

We have defined and standardized our approach to naming at each level, from the Verizon brand name to features or functions that must be detailed. The following chart summarizes this standardized naming approach, and will guide understanding of how our nomenclature system is built and extended.

| | | |
|---|--|--|
| Master Brand | Verizon or Verizon Wireless | |
| Categories | Master + Descriptive (not a product name, a broad competency set) | |
| Sub-categories | Master + Descriptive (not a product name- specific capability/set of capabilities within the broader category/need set). *May incorporate category descriptor such as Plans, Packages, Services, etc. | |
| Families | Portfolio or Shared Master + Descriptive Name (limit Enhanced Descriptive & Suggestive) | Includes products/services, plans, programs, portals, devices, and integrated offers such as bundles, packages |
| Family Components | Direction 1 - Portfolio: Master + Descriptive Product Name Direction 2 - Shared: Master + Family Name + Product Descriptor | |
| Individual Offerings | Stand alone offerings, not part of families Master + Descriptive Name (limit Enhanced Descriptive & Suggestive) | |
| Levels/Versions | Level Descriptors and Version Descriptors One word for each level, limited and clearly defined To be used consistently across the organization | |
| Features | Master + Industry-standard Descriptive Term Master + Descriptive Name Master + Enhanced Descriptive or Suggestive Name (rare instances) | |
| Variables: Technology Platform Service Options Applications Sponsor or Partner Product | Descriptive Names (not master branded; may or may not be used in the name) Third-party marks in the case of Partner Products | |

The following section explains each level of the Naming Hierarchy in greater detail and provides example names at each level.

Hierarchy Level 1: Master Brand – Verizon is the master brand for Telecom and Business products/services; Verizon Wireless is the master brand for Wireless products/services.

Hierarchy Level 2: Category is not a product or service name. It indicates a broad competency, for example: Verizon Voice Plans. We reinforce the master brand by using it with descriptive category names in communications.

Hierarchy Level 3: Sub-category is not a product or service name. It represents a specific capability or set of capabilities within the broader category, for example: Verizon Local Calling. We reinforce the master brand by using it with descriptive sub-category names in communications.

Hierarchy Level 4: Families are groups of offerings that either share a name or consist of separately named but related offerings that are part of a portfolio.

For example:

Verizon Flex

Hierarchy Level 5: Family Components are indicated by adding descriptors to existing names, or creating individual names that are part of a portfolio.

- Families that share a name add descriptors to distinguish among different products/ services within the family. In this instance, FiOS is an abstract name that was developed prior to our Naming Guidelines.

For example:

| | |
|-----------------------|-------------------------|
| Verizon FiOS | (sub-brand family name) |
| Verizon FiOS TV | (family component) |
| Verizon FiOS Internet | (family component) |

- Portfolios of products include **family components** that do not share common name elements.

For example:

| | |
|-----------------------------------|---------------------------|
| Verizon Expert Care | (umbrella portfolio name) |
| Verizon Premium Onsite Support | (portfolio member) |
| Verizon Premium Technical Support | (portfolio member) |
| Verizon Broadband Essentials | (umbrella portfolio name) |
| Verizon Internet Security Suite | (portfolio member) |
| Verizon Essential Internet Paks | (portfolio member) |

Hierarchy Level 6: Individual Offerings are stand-alone products and services that are not part of a product family or portfolio.

For example:

Verizon Frame Relay Service

Hierarchy Level 7: Levels/Versions indicate various service levels or options of a product or service.

For example:

Verizon Wireless Nationwide Family SharePlan **Premium**

We have standardized the service level descriptors to ensure greater consistency in naming when indicating a hierarchy of “good, better, best” options available to customers. These descriptors are described in detail later in this chapter.

Levels and Versions also differentiate other service options, such as monthly and “pay-per-use” subscriptions. (See Principle VII later in this chapter for a complete list of standardized descriptors and how they are to be used.)

Hierarchy Level 8: Features are most often named descriptively and use industry terms.

For example:

Call Waiting

Caller ID

Three-Way Calling

NOTE: In limited instances, a unique name may be warranted for features, if it qualifies for an Enhanced Descriptive name or a Suggestive Name, per decision tree.

When a feature is marketed separately from an offer, but is not available for purchase separate from that offer, the master brand should ideally appear in the feature name to ensure that the Verizon context is clearly established for customers in the first mention.

If limited space precludes use of the master brand in the first mention **and** omission of the master is intentional to drive business to Verizon (such as in a banner ad or viral marketing campaign), the master brand may not be used with the feature name, as long as it used in the first possible instance thereafter (for example, after the user’s first click on the banner ad).

BANNER AD: Online Backup and Sharing

FIRST MENTION FOLLOWING AD: Verizon Online Backup and Sharing

NOTE: If your Naming Manager advises that the master brand is required in all mentions, it must not be omitted.

Hierarchy Level 9: Variables include add-ons that may or may not be included in the name such as technology platforms, service options, applications, and ingredient, sponsor or partner products. Variables are descriptive, unless they are third-party products or brands, preceded by the preposition “with.”

For example:

V CAST Music **with Rhapsody**

NAMING STRATEGY PRINCIPLE IV: Limit Name Types

Each item under consideration for a name must be reviewed against the Naming Decision Tool (see page xx) in order to determine the type of name that is warranted in each instance.

Most offerings will qualify for a descriptive name. Descriptive names may be used at all levels, but are required for:

- Categories
- Sub-categories
- Family Components
- Features*

* In rare instances, a Feature may qualify for a unique name, provided that it meets the criteria of the Naming Decision Tool.

Unique Names (Enhanced Descriptive, Suggestive or Abstract Names) are used on a limited basis. A product or service may use a unique name if the offering is a unique proposition, a breakthrough innovation and a strategic flagship product (as defined by the Naming Decision Tool). Unique names may be used for family names and individual offerings if they qualify in the Naming Decision Tool.

The following chart defines each type of name and provides examples for reference:

| Name Type | Definition | Example |
|---|---|---|
| Descriptive Name Bulk of naming should be descriptive | Clearly describes product/service type or function in direct, industry standard terminology; Requires minimal funding to communicate to customers; Relies on corporate brand to be the "hero" | Verizon High Speed Internet Verizon Network Analysis |
| Enhanced Descriptive Name Limited use | Describes a functional or emotional benefit of the offering in a more contemporary and evocative style; typically two straightforward words combined in a unique way. Must be easily /intuitively understood; May require some spending to promote and support. | Hypothetical examples: Calling Plan: SpecialRegion Music Service: MusicMine |
| Suggestive Name Limited Use | Implies or suggests a key benefit or attribute; may be either a "real" or a "coined" word; requires more support and communication to seat and create understanding. | Hypothetical examples: Internal Program: Project Inspire Router: Speedometer |
| Abstract Name Limited to Devices Only | No clear relationship to function or benefit; may suggest form; may be either a "real" or "coined" word; required dedicated and significant support and communication to seat and create understanding. | Hypothetical examples: Device: Plunge Device: Flower |

NAMING STRATEGY PRINCIPLE V: Use Established Criteria to Determine Name Types

We have developed the Naming Decision Tool (see below) to generate constructive dialogue and guide decision-making related to naming and its implications for branding, sales and promotion.

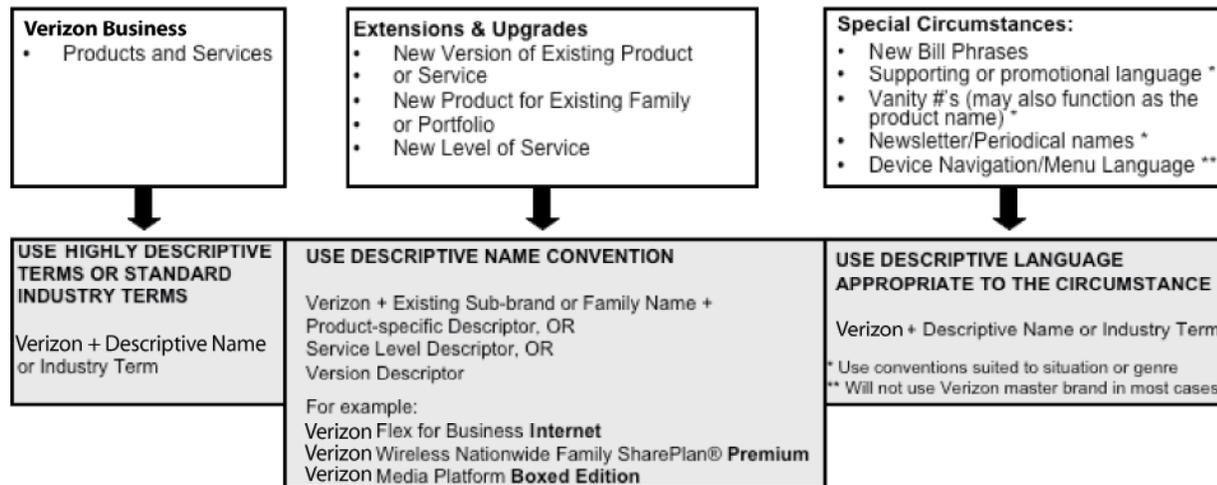
First, you must determine whether or not your offering needs a name and what type of name you should create.

- Use our Naming Decision Tool to help make naming decisions that are consistent with our naming strategy.

Some offerings may not need to go through the Naming Decision Tool.

- If your offering is among those listed in the following chart, you may possibly proceed directly to name development with your Naming Manager. In each instance, the Naming Manager will provide you with direction based on situation assessment.

If your offering is among the following, proceed directly to name development.



Important: Names that do not need to be evaluated by the Naming Decision Tool still require full Legal and IP Legal screening.

A) Verizon Business Product or Service

Proceed directly to name development if you are naming a Verizon Business offering. Verizon Business product and service names must use highly descriptive or standard industry terms.

B) Extensions and Upgrades

Proceed directly to name development if your offering is one of the following:

- a. New product for existing family or portfolio
For example: V CAST **Song ID**

- b. New version of existing product or service
For example: Verizon Media Platform **Boxed Edition**

- c. New level of service for existing product
For example: Verizon Wireless Nationwide Single-Line **Premium Plan**

If you are creating a descriptor for a new level of service, use the standard naming convention for “good, better, best” service levels described in Principle VII later in this chapter.

C) Phrases & Navigation Terms

Proceed directly to developing a descriptive name or use a standard industry term if your offering is one of the following:

- New bill phrases

NOTE: Names on bills are subject to character limitations and longer names may need to be abbreviated to fit space constraints. For example, “for Business” may be abbreviated as “for Biz” for billing purposes.

- Device navigation/menu language

Verizon or Verizon Wireless are typically not used in names for navigation/menu items.

For instance, if you are developing a name for a menu item for a wireless device, you may use a simple descriptor once the master brand context has been established.

For example:

Product name: Verizon Video on Demand

Menu language: Pay Per View

In most cases, only the menu language would be used. Work with your Naming manager in each instance to determine whether or not the master brand will be required for your circumstance.

D) Special Circumstances:

Proceed directly to name development if your offering is one of the following:

- Supporting or promotional language (for marketing purposes)
For example: "This is FiOS. This is Big."
- Vanity numbers (that may also function as product names) For example, 1-800-THE INFO
- Newsletters and periodical names

You may use naming conventions and a style of name that is suited to the situation or genre for any of the above.

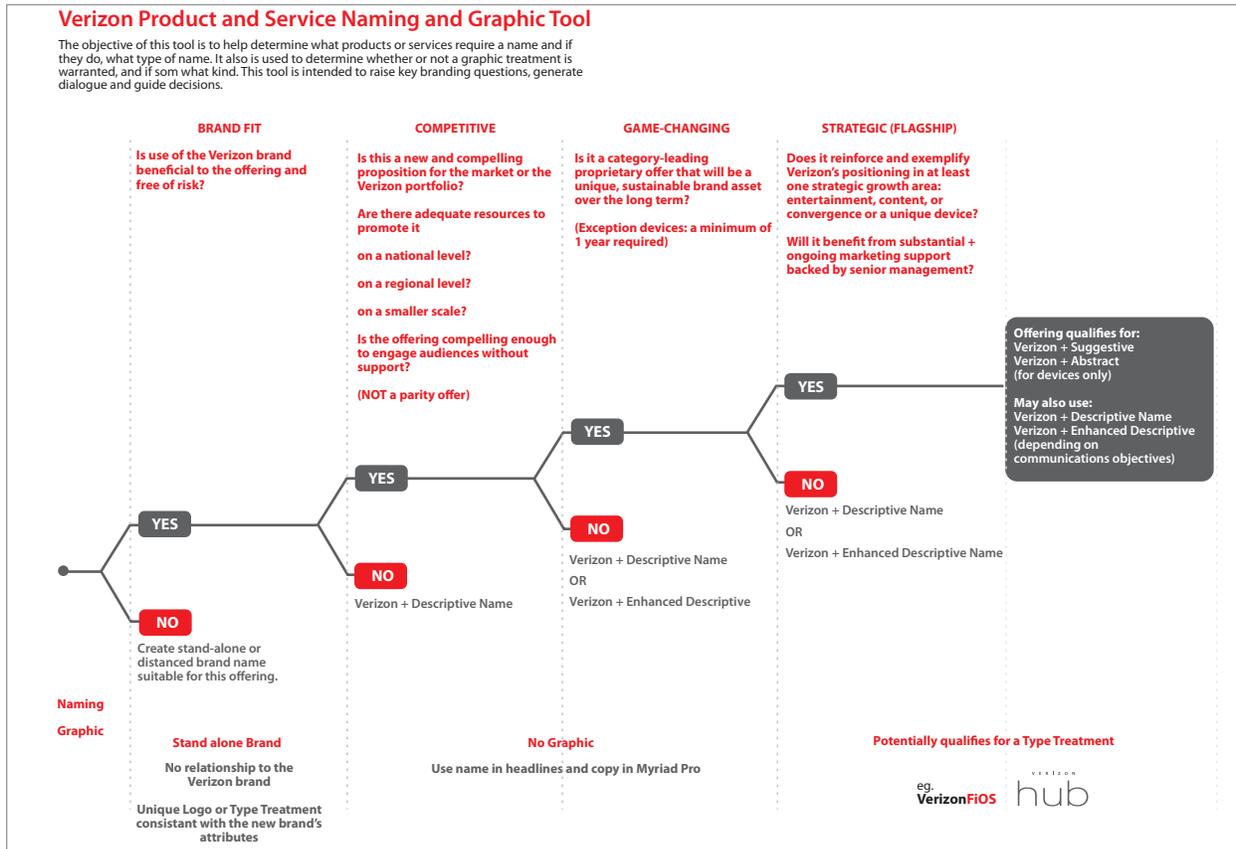
Naming Decision Tool

If your offering is not one of the above, then you need to use the Verizon Product and Service Naming and Graphic Tool (below) to find out how you should name it. This tool provides you with questions to answer about your offering that lead to the naming approach that is best for your situation. The questions across the top of the tool lead to naming decisions, and the corresponding outcomes at the bottom of the chart indicate whether or not a graphic treatment may be developed.

Information on Verizon Business Naming is provided in Chapter VIII of this document.

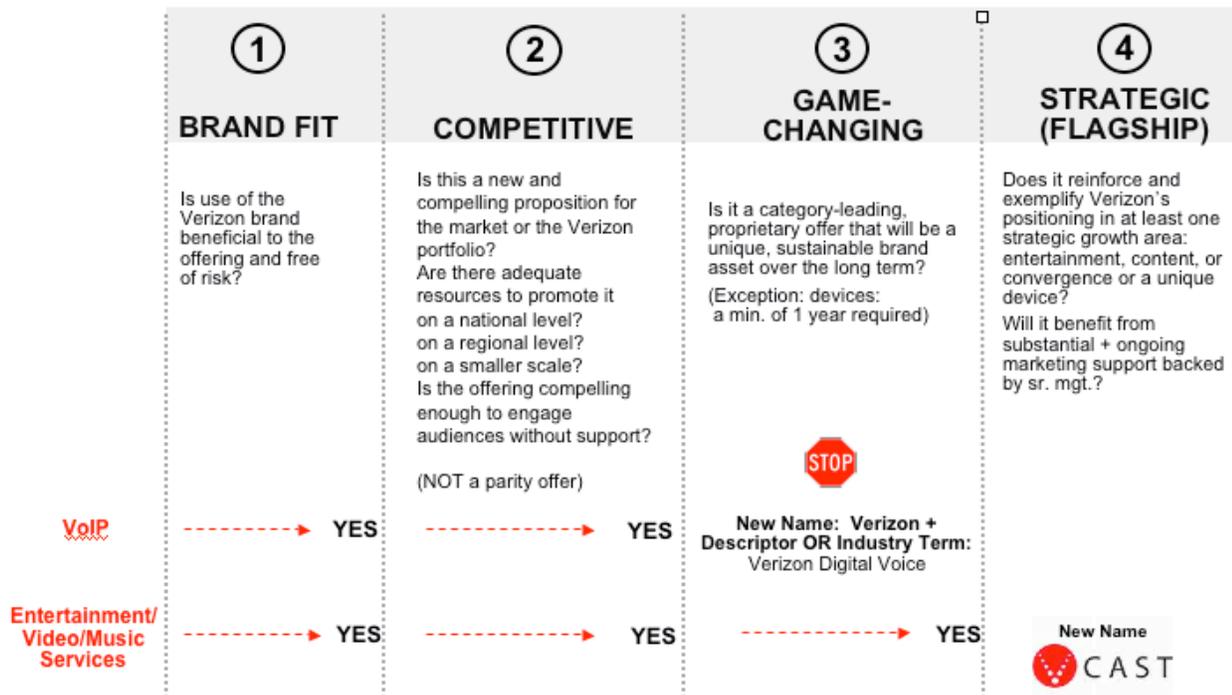
Most products and services will qualify for a descriptive name. Only long-term, breakthrough innovations and strategic, flagship offerings with unique propositions that bring a new dimension to the master brand and VZW exclusive devices qualify for a more unique name.

Note: The Verizon Product and Service Naming and Graphic Tool (below) is available as a separate attachment for printing on the Naming Portal.



NOTE: In instances where your offering may qualify for graphic elements, please be sure to submit any type treatments or unique logos that are developed to IP Legal for trademark clearance.

The following chart uses examples to illustrate how these criteria are applied to naming decisions:



Voice over IP services are named descriptively to make the service function clear to the target audience. The term “Digital Voice” is used because it is an industry term often used in the marketplace.

V CAST, however, is a strategic flagship sub-brand that helps build perceptions of the Verizon brand as an entertainment provider

NOTE: A detailed explanation of the specific naming outcomes for each “hurdle” of the decision tool can be found in the Appendix of this document. Refer to this for additional guidance on how to name your offering.

NAMING STRATEGY PRINCIPLE VI: Maintain a Consistent Naming Structure

Consistency in naming helps unify our diverse portfolio of offerings and enables customers to understand each of them better. We have developed a very simple convention to help maintain consistency in name creation.

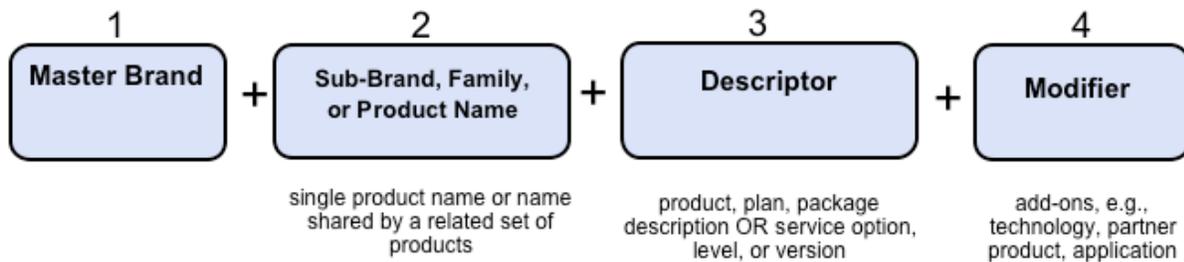
First and foremost, limit the number of elements in any name or brand name. Research actually shows that naming systems with more than four structural elements tend to lose customers. Use no more than four (4) levels in any name, the first of which will be the master brand.

This naming construct is as follows:

Master Brand + Sub-brand/Product Name + Descriptor + Modifier

This following diagram shows the four elements that may be included in a name:

Limit Number of Elements -- No more than four (4) levels of names



| | | | |
|------------------|---------------------------|--------------------|-------------|
| Verizon | Flex | | |
| Verizon Wireless | Nationwide Single Line | Premium Plan | |
| Verizon | Converged Ethernet Access | -- | with On-Net |
| Verizon | Secure Gateway-Firewall | Custom | |
| Verizon | Media Platform | Enterprise Edition | |

Below is a further explanation of each of the elements illustrated in our naming construct chart.

Element 1: The **Master Brand** is either Verizon or Verizon Wireless. For offerings from Verizon Telecom and Verizon Business, Verizon is used as the “first name” of product and services. In these instances, the master brand (Verizon) should always be used in the first mention of a product name to reinforce the brand relationship. Some names must always be used with the master brand and you will be advised of this in usage guidelines.

Verizon Wireless does not require that “Verizon Wireless” be used in front of every product name. Verizon Wireless ads and other environments or materials that are clearly marked with the Verizon Wireless logo, which is enough evidence to support the brand name and identify Verizon Wireless as the source of the product. Please refer to Chapter IX for additional information. Any questions should be directed to the Verizon Wireless Naming Manager.

Element 2: This level includes either a **Sub-brand Name** (e.g., FiOS) or a **Product/Service Name** (e.g., Secure Gateway Firewall, High Speed Internet).

- For small and medium business, we use the “for Business” descriptor as part of the sub-brand or product name to distinguish it from a similarly named consumer product or to indicate a product or service specifically focused on that audience. For example: Verizon Freedom for Business
- Descriptors and modifiers are never used before a sub-brand name. For example:
 DO: Verizon High Speed Internet Premium
 DON'T: Verizon Premium High Speed Internet

Element 3: A **Descriptor** is added to the sub-brand name to indicate a specific product within a sub-brand or product family, or to differentiate the various plans or packages related to a product or service name.

Descriptors also include versions/editions, “good, better, best” service levels, other service options, bundle descriptors and product extension information. For example:

- Product/Plan/Package:** Verizon Digital Voice **Multi-line**
- Version/Edition:** Verizon Media Platform **Enterprise Edition**
- Service Levels:** Verizon Wireless Nationwide Single-Line **Premium Plan**
- Service Options:** Verizon Premium Technical Support **Monthly**
- Extensions:** Verizon Private Line - **Ethernet**

Element 4: A **Modifier** indicates a variable or “add-on” to a product/service or bundle and is generally preceded by the preposition “with.”

An “add-on” may include featured products as well as added technologies, platforms, partner products or applications. For example:

- Verizon Converged Ethernet Access **with On-Net**
- Verizon Wireless Nationwide **with Push to Talk**
- V CAST Music **with Rhapsody**

No descriptors or modifiers may be used in front of the sub-brand, family or product name in the naming convention. For instance, the audience-specific extension “for Business” is considered part of the sub-brand, family or product name in our naming convention. The two should not be separated. (Note: The “for Business” extension is only to be used when there is a comparable consumer offering.)

For example:

DO: Verizon Product Name for Business Premium

DON'T: Verizon Product Name Premium for Business

Additional information about the product, service or offering – such as minutes, speeds or pricing – must be expressed somewhere other than in the name itself.

NAMING STRATEGY PRINCIPLE VII: Use Standardized Product and Service Option Descriptors

A set of standardized product and service option descriptors has been created to maintain consistency throughout our nomenclature system and to make it simpler for customers to understand and navigate our offerings.

These standardized descriptors are used to communicate “good/better/best” hierarchies, as indicated below.

Good: No descriptor is used for the basic product.

Better: Use the descriptor “**Enhanced**” after the product name.

Best: Use the descriptor “**Premium**” after the product name

Top Level: Use the descriptor “**Ultimate**” if needed as the highest level beyond “Premium”

For example:

Verizon Protection Pak

Verizon Protection Pak Enhanced

Verizon Protection Pak Premium

Verizon Protection Pak Ultimate (if needed)

NOTE: As new sets of tiered products are introduced, their naming system should adhere to the above structure; however, there are some existing names that currently use other descriptors such as Verizon Wireless Nationwide Basic and Verizon Wireless Nationwide Select that will continue in use, although they do not adhere to this system. Nor should these standardized product descriptors be used for Verizon Business goods or services where more technically descriptive industry terms are appropriate.

- Never use the Service Level descriptors to indicate add-ons. In these instances, you should create a descriptive Modifier, for example: Verizon FiOS TV with HD DV
- Other approved descriptors for service levels that may be used as needed are listed below. These should be limited to the following product definitions:

Essentials – for a limited version of the basic plan

Custom – for truly customized or total choice plans

Value – low fee or special savings packages

Premier – as a TV or video offer to distinguish from Premium channels

We also use standardized descriptors for versions of subscriptions or access, when there is a need to differentiate between a “monthly” version and a “pay per use” option. These service option descriptors are:

- Monthly
- Per Use

These descriptors are added to the end of the product name, as follows:

Master Brand + Product Name + Service Option Descriptor

Descriptors are never placed in front of the product name.

For example:

DO: Verizon Premium Technical Support **Monthly**

DON'T: Verizon **Monthly** Premium Technical Support

DO: Verizon Premium Technical Support **Per Use**

DON'T: Verizon **Per Use** Premium Technical Support

NOTE: All names, including the standardized descriptors described above, must be reviewed by LOB and IP Legal.

NAMING STRATEGY PRINCIPLE VIII: Evaluate Names against Established Criteria

Deciding on a final name can become a subjective exercise. Once a short list of name candidates is developed, review the list based on the following strategic criteria to help determine whether or not the names are appropriate.

- The strategy question: does the name support strategic objectives?
- The validity question: does it communicate (elements of) core attributes and represent the essence of what the product or service is?
- The utility question: is it short enough to make it easy to use and to avoid costly marketing material production?
- The flexibility question: is it flexible enough to accommodate future product and service expansion when a more comprehensive brand architecture is needed?
- The uniqueness question: is it distinctive enough to avoid confusion?
- The phonetics question: is it easy to pronounce in order to make it memorable?
- The semantics question: is it free from negative or undesirable linguistic association and any cultural sensitivity?
- The emotivity question: will it let us tell a story to our employees and our target customers?
- The legal question: is the name cleared for use and is the URL available?

MODEL NUMBERS IN NAMING

Our naming convention for use of CPE names with model numbers in packaging is as follows:

Verizon + Product Name + Model Number

For example:

Verizon Digital Cordless Phone 300AM

DO: Insert a space between the Product Name and the Model Number, for example: Verizon Digital Cordless Phone 200AM

DO: Use a hyphen for numerals following the letters at the end of a Model Number, for example: Verizon Digital Cordless Phone 200AM-1

DON'T: Use the letter "V" "VZ" OR "VZW" in model numbers

DON'T: Put a space between the numerals and letters in a model number, for example: Verizon Digital Cordless Phone 100 AM

SUPPORTING TERMINOLOGY

In addition to the seven naming principles described above, we have standardized our approach to using endorsement language, and how we use certain key terms in our communications.

Use of “Biz”

In recent years, largely thanks to the proliferation of electronic communications, “biz” has become a ubiquitous abbreviation for “business.” It should be noted that “biz” is typically very informal in tone. However, today it is essentially industry-standard terminology, and consumers and employees alike will instantly know what it means.

“Biz” is acceptable for use with any application, whether in bills, URLs, etc. The abbreviation may be used both internally and externally, across all LOBs. This will create more consistency across the naming system, which ultimately reduces confusion and strengthens the brand.

Please note: Due to its informal tone, “biz” should only be used wherever the length of a name is a major concern. It should not be used as a universal substitute for “business.”

Endorsement Language

Use standardized Endorsement Lines to indicate ingredients, and technological or sponsor support, as follows:

- “Verizon Powered” is used when Verizon is used as an ingredient brand. Please refer to the Verizon House Style Guidelines for more information on its usage.
- For IT relationships where a third-party under license wishes to emphasize that their services are run on the Verizon network, the common industry term “Powered by Verizon” and “Powered by Verizon Wireless” have traditionally been used, and may continue to be applied in these instances.

“Powered by...” may be used in some instances where a third-party provides the technology, content or capability as an ingredient to a web site or other offering. This language should be negotiated with the third party on a case-by-case basis.

There will be times when a product that is provided by a third-party will not use endorsement language. Depending on the agreement with the third-party partner, sometimes their product name will be adopted and used with the Verizon brand, for example, Verizon WebOffice. These decisions will be made on a case-by-case basis.

- In certain instances where a service is provided by a third-part, the phrase “Provided by...” may be used, for example: Verizon Onsite Support provided by firedog. This phrase is best reserved for services and should not be used if the third-party participation is an ingredient technology, where “Verizon Powered” should be used.
- “Presented by...” is reserved for instances where Verizon, Verizon Wireless, or Verizon Wireless sponsor televised content or a performance and live events at a venue, or for non-televised local events. For example, in 2007, a SciFi mini-series was promoted as “Tin Man, presented by Verizon Wireless.”
- “Sponsored by Verizon or Verizon Wireless” is principally used for joint ventures.
- “Brought to you by..” may be used in instances where Verizon or Verizon Wireless sponsor content.. The phrase “Exclusively brought to you by...” may be used where appropriate.
- Verizon or Verizon Wireless exclusive” is reserved for instances when there is no identical offer from another provider.
 - Do not use the phrase “Powered by V CAST Performances”
 - Do not use “Powered by Verizon” for music partnerships.
- In the case of Verizon Foundation’s sponsorships, we must always use the phrase “Sponsored by the Verizon Foundation” (not “Sponsored by Verizon”)

Use of Broadband and Internet

It is important that we use these terms consistently so that we do not create confusion internally or externally.

Use of Broadband

- Use broadband as a generic descriptor in copy to refer to one way in which customers can access the internet or other capabilities that require high speeds, or as an overall descriptor reflecting a means of access characterized by speed and which can cross “destinations” or “capabilities” (e.g., Internet, TV, movies, music, etc.).
 - For example: Verizon High Speed Internet, the best value in broadband
- Broadband may be used in product names when Verizon broadband capability provides access to something other than the Internet and speed is a clear differentiator, or where the word “broadband” is needed to differentiate an offer’s speed and where the word “Internet” would not be appropriate.
 - For example: Verizon Wireless Mobile Broadband
Verizon IP VPN Broadband

Use of Internet

- Use Internet in product names, as it is explicitly descriptive of what consumers will be seeking.
 - For example: Verizon High Speed Internet
- Exceptions to this convention are cases where the functionality of the product/service/offering is markedly less than that of normal Internet functions.
 - For example: Verizon Wireless Mobile Web

CHAPTER IV

LEGAL EVALUATION OF NAMES AND LEGAL REQUIREMENTS FOR USAGE

The Legal Clearance Process

Before names can be publicly presented and promoted, it is essential that Naming and Product teams throughout Verizon follow legal clearance procedures. Regardless of whether it is an industry-standard descriptive name or intended to become a Verizon mark, all names must be cleared for their proposed use prior to external communication.

Trademark Symbols

Once a proposed name has been cleared for use as a trademark or service mark in the United States the appropriate designation should be applied to the name as advised by IP Legal.

- TM is used for a trademark related to a product
- SM is used for a trademark related to a service
- The federal registration symbol (®) is used once a trademark or service mark has been issued a registration certificate by the U.S. Patent and Trademark Office. (The federal registration symbol should only be used with the mark in connection with the goods and services listed in the registration.)

Your LOB Naming Manager will advise you of the correct symbol to use, if *any*, and its proper placement. Follow-up questions regarding proper trademark symbols should be referred to your IP Legal Department.

General Guidelines for the Use of Trademark Symbols:

- Use the appropriate trademark symbol (superscript TM, SM or ®) in your communications, only as advised by your LOB Naming Manager or IP Legal.
- There is no need to use a trademark symbol every time a mark is used in a communication piece, whether in print, online or in other media. The symbols are generally only used once with each mark.
- Do not attach a trademark symbol to the name in spoken contexts.
- Do not use a trademark symbol with descriptive or standard industry terms.
- Do not use trademark symbols on billing statements.

- Do not use a trademark symbol with the Verizon master brands or with logos comprised of Verizon.
- Trademark symbols for third-party marks must be used when required by the agreement between the parties, e.g., Direct-TV®.
- Please contact your naming manager for guidance as to the use of trademark symbols in material to be distributed outside the U.S.

LOB-Specific Guidelines for the Use of Trademark Symbols:

Verizon Wireless generally does not require product names to include use of “Verizon” or “Verizon Wireless” on the first use, thus Verizon Wireless uses the trademark symbols the first time a mark is used or with the most prominent use (generally, this is also first use, but may not always be). See Chapter IX. Any questions should be directly to the Verizon Wireless Naming Manager.

Verizon Telecom and Verizon Business product names are to include “Verizon” on the first mention to build equity in the Verizon brand, for this reason the trademark symbols can only be used the second time a mark appears in a piece of communication.

- First Use: Verizon + product name
- Second Use: Product name + trademark symbol
- Subsequent Use: Product name

Note: Some product names require “Verizon” for every use, e.g., “Verizon Freedom.” (Your LOB Naming Manager will advise you of these requirements.)

- First Use: Verizon + product name
- Second Use: Verizon + product name + trademark symbol
- Subsequent Use: Verizon + product name

See Verizon Telecom examples below:

- 1st Use: Verizon Variations
- 2nd Use: VariationsSM
- Subsequent Use: Variations
- Billing Use: Variations

- 1st Use: Verizon Freedom (Verizon Freedom requires Verizon for every use.)
- 2nd Use: Verizon Freedom®
- Subsequent Use: Verizon Freedom
- Billing Use: Verizon Freedom

1st Use: Verizon Flex (Verizon Flex requires Verizon for every use.)
 2nd Use: Verizon FlexSM
 Subsequent Use: Verizon Flex
 Billing Use: Verizon Flex

1st Use: Verizon FiOS
 2nd Use: FiOS[®]
 Subsequent Use: FiOS
 Billing Use: FiOS (with the following statement to appear on the bill: FiOS is a registered mark of Verizon Trademark Services LLC.)

See the FiOS Chapter for additional examples.

Below is an illustration of proper use of trademark symbols for FiOS in advertising:

VERIZON FIOS TV EXTREME HD
THE BEST TV PICTURE. TONS OF HD CHANNELS
FiOS[®] IS WHY YOU BOUGHT AN HDTV.

\$99.99 /month
 with a one-year agreement (plus taxes and fees)
CALL 1.XXX.XXX.XXXX

THIS IS FIOS. THIS IS BIG.

The Golden Compass on HBO[®]

A GIFT THAT WILL MAKE YOUR FAMILY CHEER.
A VALUE THAT WILL MAKE YOU CHEER.

\$99.99 /month
 with a one-year agreement (plus taxes and fees)

GET THE BEST OF FIOS
FREE
 PREMIUM MOVIES AND ENTERTAINMENT FOR 90 DAYS

HBO, Nickelodeon, Showtime, FX, AMC, ESPN, Discovery, and FLIX

INCLUDING FREE ACCESS TO PREMIUM ON-DEMAND CONTENT. OFFER SUBJECT TO CHANGE.

CALL 1.XXX.XXX.XXXX
 verizon.com/fios

Requires Verizon FiOS Internet 100 Mbps service, Verizon FiOS TV Premier and Verizon FiOS TV Extreme HD service. © 2011 Verizon Wireless. All rights reserved. FiOS, FiOS TV, and FiOS TV Extreme HD are trademarks of Verizon Wireless. The Golden Compass, Nickelodeon, Showtime, FX, AMC, ESPN, Discovery, and FLIX are service marks of Home Box Office, Inc. All other trademarks are the property of their respective owners.

Your LOB Naming Manager can give you specific instructions on the use of the symbols for your product name.

Domain Names

Most Verizon products, services, and offerings are included within the corresponding LOB's web site.

Creating a stand-alone URL, if necessary, should be conducted in parallel with legal screening. Stand-alone URLs are rarely permitted.

Neither marketing and product groups nor third-parties such as ad agencies should register Verizon or Verizon Wireless domain names.

All domain names to be used by LOBs other than Verizon Wireless and all domain names that contain "Verizon", "VZW", "V" or "VZ" must be registered by Verizon IP Legal after legal clearance.

URLs that are to be used by Verizon Wireless that do not contained "Verizon", "VZW", "V" or "VZ" must be approved by Verizon Wireless Legal-IP and registered to Verizon Wireless. Depending on the URL and its intended use, it could be registered by Verizon IP Legal, VZW Network Design or IT.

CHAPTER V

DOMAIN NAMES

As you develop your campaign and create the types of materials that will drive traffic to your URL, your milestones and schedule must include the URL request process. Please familiarize yourself with the requirements by reviewing this section. This enables you to build in the necessary time and resource requirements to make your project successful.

All Verizon domain names must be registered by Verizon IP Legal after legal clearance. This is not limited to domains that contain "Verizon" but includes those that contain other Verizon names or marks. URLs comprised of Verizon Wireless marks must be approved by Verizon Wireless Legal-IP and registered to Verizon Wireless. Third parties should not register URLs for Verizon or Verizon Wireless.

An effective URL possesses the following characteristics:

- Simple, memorable, easy to spell
- Controlled and hosted by or on behalf of Verizon and not a third party vendor like godaddy.com and needs to be registered by the Verizon legal department
- Preserve the integrity of the Verizon brand
- Use standard formats for all URL requests, e.g.:
 - www.verizon.com/offer
 - www.verizonwireless.com/offer
 - www.verizonbusiness.com/offer

To view a complete discussion of Verizon Business and Verizon Telecom policies and guidelines go online to this address: <http://urlrequest.verizon.com/urlrequests/policies.asp>

Below are the steps involved with securing a Verizon.com and verizonbusiness.com URL:

1. All URL requests must be reviewed/approved by the URL Core Team. The URL Core Team consists of the Naming Manager, the Branding Manager, and the IP Legal team.
2. When you submit an online URL request, copies are forwarded to Brand Management (Naming and Brand Identity), IP Legal, IT, and the originator of the request.
3. For VZB and VZT Brand and Naming Managers approve/reject requests based on branding and naming policy. The request must then receive legal clearance.
4. Verizon Wireless generally uses the convention verizonwireless.com/XXX Requests to use URLs following this convention are to be submitted to IT. IT will review the request and, if duplication issues arise, recommend and/or develop a temporary navigational branching page. Any URL not following the convention must be approved by Verizon Wireless Legal-IP prior to registration. Upon approval by Verizon Wireless Legal, the URL registration request will be forwarded to the appropriate department for registration.
5. Once all approvals are complete, the requestor must send an e-mail to the following address to have the URL implemented:
verizon.com requests: **urladmin@list.its.verizon.com**

verizonbusiness.com internal requests (for domain names ending with verizonbusiness.com): **http://dns.vzbi.com**

verizonbusiness.com external requests (for external domain names, e.g., verizonbusiness.com/acmeoffer): **urladmin@list.its.verizon.com**
6. Please allow up to 5 business days for URLs to be approved unless a trademark search is necessary in which case, it may take up to 2 weeks for the URL to be approved.
To secure verizonwireless.com URL'S please visit this site:
http://itns.idc.vzwcorp.com:64001/ns/qip_main.asp

CHAPTER VI

LINGUISTIC EVALUATION OF NAMES AND TRANSLATION OF PRODUCT, PLAN AND SERVICE NAMES NOTE: TRANSLATION POLICY IS UNDER DEVELOPMENT

Linguistic Evaluation of Names

Once a short list of names is submitted for a full legal clearance search, it is crucial that name candidates also be screened for negative linguistic or cultural associations.

An out-of-industry example of a name not properly vetted from a cultural perspective, despite internal support and legal clearance, is when the Mazda MR2 was introduced in France. Though a well-known car model that had been successful in the U.S. and other markets, the marketing teams overlooked the pronunciation of its names by native speakers in the French market. Unfortunately, “MR2” sounds like “est merdeux” (“it’s terrible”) in French. Needless to say, this is not a desired association, and a publicity fiasco ensued.

There are many native Spanish speakers and other non-English speakers within the U.S. that are among the Verizon target market.

- While the variants of Spanish spoken in the U.S. today vary widely, the predominant standardized variant is Mexican Spanish.
- Names should be researched by native speakers of Mexican Spanish and other Latin American Spanish dialects, rather than Castilian Spanish (the standard Spanish spoken in Spain, which is taught in many American schools), because regional variations and slang differ greatly.
- When creating Enhanced Suggestive or Abstract names, it is important to remember that some letters and sounds in English are not replicated in Spanish, particularly when they appear at the beginning of a name; these include:
 - J (which is Y)
 - H (which is silent)
 - X (which is sometimes pronounced as S or Sh)
 - Th (which does not exist)
 - This doesn’t mean these letters or sounds can never be used; testing names with native speakers for how they will be said, and whether that is suitable, is the only valid litmus test.

Procedure for Linguistic Evaluation

Naming Managers will assist the Product Sponsors and will engage the appropriate resources to conduct a linguistic evaluation of name candidates. Generally, this should be done while names are submitted to Legal for clearance. Names can be professionally screened to ensure they are appropriate for use in:

- Spanish
- Canadian French
- Chinese (Mandarin and Cantonese)

This will cover the most commonly spoken languages in the U.S. Depending on the project, Any additional languages (e.g., Korean and any others required for specific regional or international markets) can be assessed per request,

Translation Policy

The following summarizes our translation policy for consumer and small business audiences (VZT, VZW). We have a separate policy for Enterprise customers (VZB, VZW), which is also summarized below. We have developed these guidelines so that there is consistency in how names appear for our non-English speaking customers. The policy addresses this need in the US as well as outside the US.* Only new names will follow this translation policy. There is no need to retrofit existing materials to reflect this policy.

*NOTE: Spanish, traditional Chinese and Korean are the most common languages spoken by our non-English speaking customers in the US, while country specific languages apply globally.

Consumer/Small Business Product Translation Guidelines:

For our consumer and small business customers, we translate descriptors and highly descriptive product/plan names in the applicable language while retaining core part of product/service name in English. According to MultiCultural Marketing, most targeted customers are recent immigrants who have indicated that they want to be communicated to in their language. This approach makes it easier for consumers to identify what the products are and how they can benefit from them. The chart below summarizes this translation policy in greater detail.

| New Naming Policy | Name in English | Name as it will appear with New Policy |
|--|---|--|
| <p>Product Names That are Descriptive: Names that are completely descriptive in nature will be translated in language.</p> | Local Directory Assistance | <p>Servicio de información local: Service name is completely descriptive and will be translated in language</p> |
| <p>Product Names that are Marks: Product names that function as trademarks should remain in English. Messaging/ explanation of product and product benefits should be done in language.</p> | Verizon Freedom® | Verizon Freedom® |
| <p>Product Names Containing a Mark and Descriptive Language: Core of product name will remain in English and descriptive part of name will be translated in language.</p> <p>Exception to this rule: If translating the name doesn't add value to the customer's understanding of the product, the product/service name should remain in English and the associated copy should provide a product description in language. If following this rule causes a name to be very lengthy, contact your LOB Naming Manager for direction.</p> | <ul style="list-style-type: none"> Verizon Freedom® for Business Verizon Wireless Nationwide Family SharePlan® Calling Plans Verizon FiOS for Business <p>Exception Example:</p> <ul style="list-style-type: none"> Verizon Freedom® Essentials | <ul style="list-style-type: none"> Verizon Freedom para negocios: core name remains in English and descriptor, "for Business" gets translated. planes de llamadas Family SharePlan® Nationwide de Verizon Wireless Verizon FiOS para negocios <p>Exception Example: Verizon Freedom® Essentials: will remain in English since translating Essentials would not help the customer better understand the product. A product description will be added in copy to describe product and its benefits to customer.</p> |

Please note the following:

- We cannot translate third-party marks, unless the translation is supplied by the owner of the mark and used by permission
- There will be exceptions to the translation policy and they will be handled on a case-by-case basis
- In instances where a name is created for use in multiple LOBS (VZW & VZB or Small Business and Enterprise business), the translation policy will be handed on a case by basis with the appropriate LOB Naming Managers

Enterprise Business Translation Guidelines:

Translation of our products and services for Enterprise customers will not be necessary, except in certain instances. This policy is summarized in detail in the chart below.

| New Naming Policy | Name in English | Name as it will appear with New Policy |
|---|---|---|
| <p>Product Names That are Descriptive or Generic: Enterprise Business names will remain in English in the U.S. as well as internationally unless otherwise advised by in-country marketing teams based on local customs. This is based on the fact that Verizon Enterprise decision makers are primarily English speaking and as a result there is no need for translation.</p> <p>A few exceptions apply:</p> <ol style="list-style-type: none"> 1. Names that have been translated previously in language will remain in language as long as it makes sense to leave them as is (final determination made by Enterprise Naming Managers) 2. If a translation is needed for customers to understand what the product/solution is (an example is Managed Networks which is sometimes translated in the Mediterranean countries.), the name will be translated in language. These will be handled on a case by case basis by Enterprise Naming Managers. 3. Terms used internationally that describe a product name will be translated. | <p>High Speed Internet</p> <p>Exception Examples:</p> <ul style="list-style-type: none"> • Conferencing • Internet Access • Mobility | <p>High Speed Internet</p> <p>Exception Examples:</p> <ul style="list-style-type: none"> • Conferencia • Acceso a Internet • Movilidad |
| <p>Product Names That are Marks : Product names that function as trademarks should remain in English. Messaging/explanation of product and product benefits can be done in language.</p> | <p>Cybertrust® MAE®</p> | <p>Cybertrust® MAE®</p> |

Please note the following:

- We cannot translate third-party marks, unless the translation is supplied by the owner of the mark and used by permission
- There will be exceptions to the translation policy and they will be handled on a case-by-case basis
- In instances where a name is created for use in multiple LOBS (VZW & VZB or Small Business and Enterprise business), the translation policy will be handed on a case by basis with the appropriate LOB Naming Managers

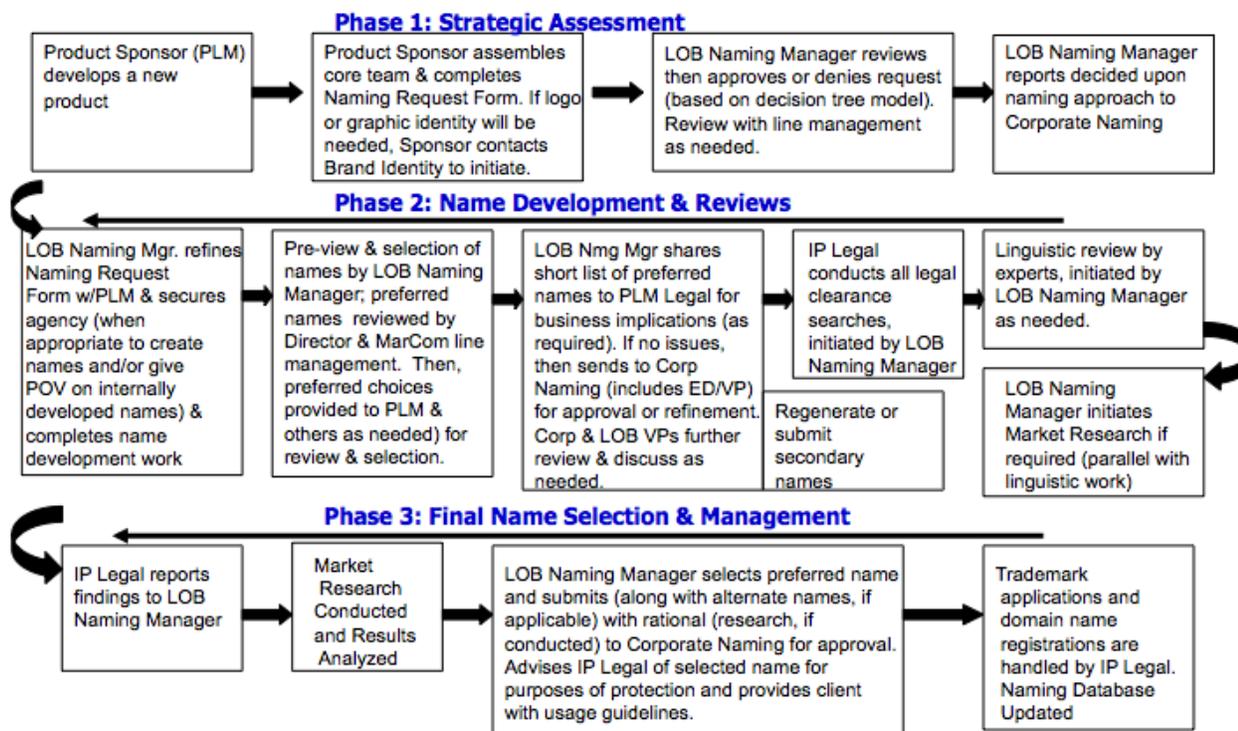
Naming Translation Process:

1. Follow the normal naming process to acquire a name for a product/service, beginning with the Naming Request Form.
2. Be sure to indicate on the Naming Request form that there is a need to translate the name and into what languages.
3. If the name needs to be translated, the name will be developed BAU in English, including IP Legal clearance.
4. To have the name translated, contact the MultiCultural Marketing (MCM) and VzB GCC PLMs in your LOB:
 - Verizon Telecom MCM: Patricia Zerdan, 972-718-8765 or Penny Chuang, 212-321-8577
 - Verizon Business: Virginia Pinotti, 703-886-6203
 - Verizon Wireless, Michele Mullings, 908-559-8358
5. If the name can be translated literally, IP Legal does not need to review the translation.
6. If a literal or direct translation is not available, e.g., it does not exist in the foreign language or has an additional undesirable connotation, the client, working with MultiCultural Marketing and VzB GCC, will reach out to their LOB Naming Manager to initiate review of the alternative term by IP Legal.
 - The time necessary for IP Legal to review the translated name will vary depending on the language and product name. It will be handled on a case-by-case basis.

CHAPTER VII

ISSUES SPECIFIC TO THE VERIZON TELECOM NAMING PROCESS

Follow the naming process diagrammed here whenever a product or service needs to be named for Verizon Telecom:



See the Index to find the Naming Manager assigned to your LOB and begin the Naming Process.

Verizon Telecom Sub-Brands: Verizon Freedom and Verizon FiOS

Verizon Freedom and Verizon FiOS are key sub-brands supported in this LOB.

Verizon Freedom is a family name used for calling plans and certain Telecom bundles. This name is an asset that will be retained. "Verizon" must precede Freedom in all occurrences.

For example:

DO (all mentions, first and subsequent): Verizon Freedom Value

DON'T: Freedom Value

Names incorporating Verizon Freedom in current usage for consumers are:

Verizon Freedom Calling Plans

Verizon Freedom

Verizon Freedom Value

Verizon Freedom Unlimited

Verizon Freedom Essentials

Verizon Freedom Extra

Verizon Freedom Bundles

Verizon Double Freedom

Verizon Triple Freedom

Verizon Ultimate Freedom

No future bundles will be created using the Verizon Freedom name. Verizon Flex will be used as the name for the current Verizon Freedom bundles beginning in 2009. Guidelines for use of the Verizon Flex naming convention are detailed in Chapter XI.

Retained Telecom Sub-brands and Names

There are a number of products and services within the Telecom portfolio that do not represent strategic offers. These names will not be changed to align with the Verizon naming conventions. Although these names will be retained, we will not continue to build on these product family names.

Verizon Telecom Retained Names Include:

- lobi
- E-Values
- Best Times
- State Saver
- Timeless Plan

- Five Cents Plan
- Talk Time 30
- Custoflex (actively marketed as CENTREX)
- Custopak
- Simple Options
- Intellilight (Wholesale)

When products are sold by both Verizon Telecom and Verizon Business, the product names must be highly descriptive unless part of an existing or retained family, such as Custopak. Such retained use of non-descriptive names by Verizon Business is limited to the U.S.

Verizon Telecom for Business

Many products developed within Verizon Telecom for Small/Medium Business customers use names that reflect our conventions for consumer naming. Thus some of these names are designed to message that they are for business rather than for general consumer. For example: Verizon Freedom for Business with High Speed Internet

Generally, the “for Business” extension is:

- used with key product names such as Verizon Freedom, FiOS, Verizon Flex and Verizon Wireless Nationwide for Business.
- used to leverage marketing efforts and take advantage of existing brand equity, considering the natural crossover between both consumer and small/medium business segments
- considered part of the sub-brand, family or product name
- meant to target the small- and medium-business segment only
- added to the names of Converged Bundles, when appropriate (see Chapter XI)

NOTE: The extension “for Business” is not added when an offering is available only to business customers.

Our Large Business customers are generally more technology-focused, and are specifically marketed to exclusively by Verizon Business (not Verizon Telecom), the names for products, services, and offers designed for them are named according to a separate convention. They are extremely descriptive or standard industry terms and do not rely on “for Business” to distinguish them, as there is little to no overlap with Verizon consumer offers.

Verizon Freedom for Small and Medium Business

The Verizon Freedom for Business calling plan name will continue to be used in 2008. The “for Business” extension is used as part of the Verizon Freedom name. Verizon Telecom Small/Medium Business will rename Verizon Freedom for Business to Verizon Unlimited Calling Plan for Business. The renaming will be executed in 2009 with the new name in market by end of 2009.

These names are currently in use:

- Verizon Freedom for Business
- Verizon Freedom for Business with High Speed Internet
- Verizon Freedom for Business with DIRECTV
- Verizon Freedom for Business with Wireless Voice
- Verizon Freedom for Business Expansion Pak (Will be renamed Verizon Flex for Business; to be executed in 2009 with new name in market by end of 2009.)

We never separate “for Business” from “Freedom” in these names.

For example:

DO: Verizon Freedom for Business with High Speed Internet

DON'T: Verizon Freedom with High Speed Internet for Business

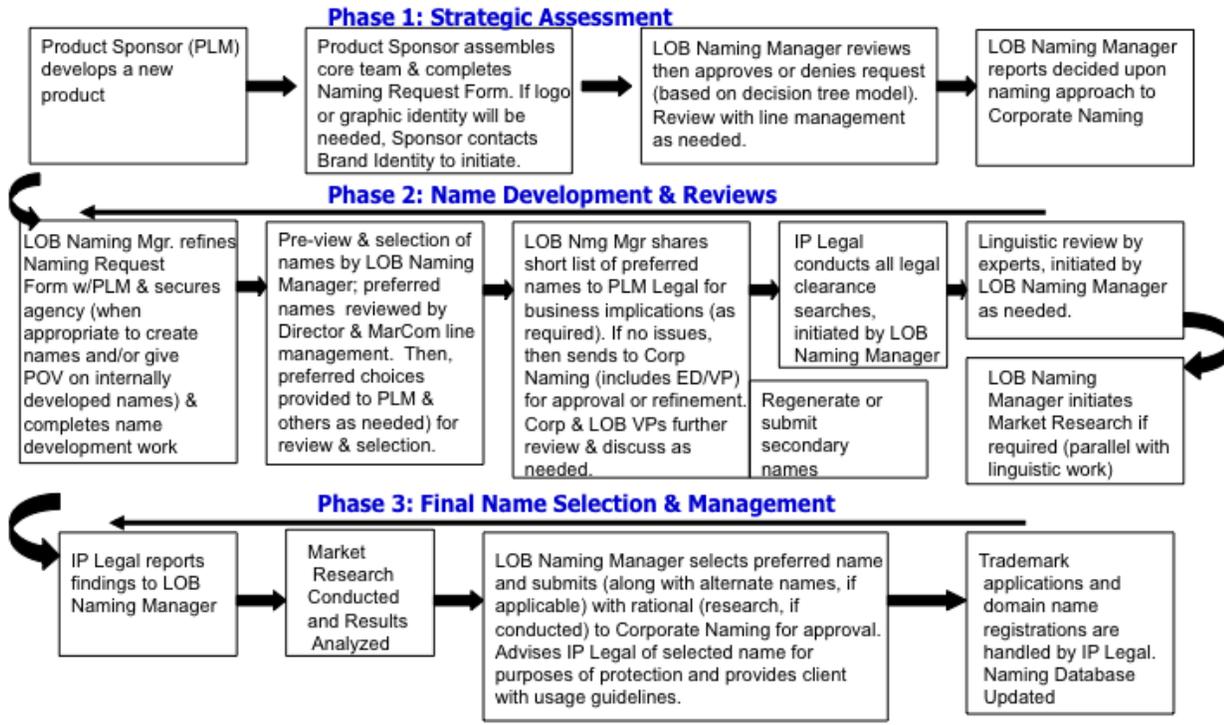
New bundle offers will be named Verizon Flex for Business

Telecom calling plan and bundle names are currently under review to determine whether or not all or some of them will migrate to new names. An update to these guidelines will be provided in the future to explain the naming implications of that decision, if approved. In the meantime, follow the existing bundling conventions for Verizon Freedom.

CHAPTER VIII

ISSUES SPECIFIC TO THE VERIZON BUSINESS NAMING PROCESS

Follow the naming process diagrammed here whenever a product or service needs to be named for Verizon Business:



See the Index to find the Naming Manager assigned to your LOB and begin the Naming Process.

Use of the Master Brand

Although the name of this Line of Business is Verizon Business, all of its categories, sub-categories, products, services, and offerings use the Verizon master brand name.

For example:

DO: Verizon Hosted Intelligent Contact Routing

DON'T: Verizon Business Hosted Intelligent Contact Routing

A Note about Business Segments and Naming

Names developed for business customers fall into three segments: Small Business, Medium Business and Large/Enterprise Business. It is important to remember that Telecom serves the Small and Medium business segments primarily. Verizon Business exclusively serves the Large and Enterprise business segments.

Many products, services and offerings developed for Small/Medium business customers use names that reflect conventions for consumers.

Some of these names will be specifically directed to draw attention to and distinguish their Small/Medium business (rather than general consumer or Large/Enterprise) nature, by using the product/service name with the addition of “for Business.” For example, Verizon Freedom is a calling plan name from our consumer offerings, thus Verizon Freedom for Business is sold to both Small and Medium business customers, but not to Large/Enterprise Business customers.

As our Large/Enterprise business customers are generally more technology-focused, and their scope of needs is more expansive, the names for products, services and offers designed for them are named according to a separate convention. These are extremely descriptive names and do not require the addition of “for Business,” as there is little to no overlap with Verizon consumer offers.

Verizon Business Naming Strategy

Our strategy is to leverage the strength of the Verizon brand rather than create multiple sub-brands.

The core objective for naming in the Large/Enterprise Business market is to communicate clearly the specific technologies, product, or services to intended users, who are primarily CIOs and Information Technology professionals. All names created for Verizon Business are highly descriptive and incorporate industry-standard terminology to ensure complete clarity in communication. All products and services begin with “Verizon,” followed by a highly descriptive or industry-recognized term as the name.

Verizon Business names must be cleared by IP Legal before use.

Enhanced Descriptive, Suggestive and Abstract Names (for definitions of these name types, see Chapter III) will not be used in the Large/Enterprise business product portfolio, because they are not appropriate for this segment, where immediate comprehension is most important for such large-scale solutions and services.

Naming Convention for Verizon Business

First Use:

- Verizon + Highly Descriptive/Industry Term (no service mark symbol)
 - For example: Verizon IP Application Hosting

After First Use:

- Highly Descriptive/Unprotected Term (no service mark symbol)
 - For example: Ethernet Private Line

Use of the Name Verizon Business

When referring to the organization in copy Verizon Business is always used as two words with a space between them; the V and the B are capitalized. The name Verizon Business should not be used in names of products or services.

Use of VZB

Use of VZB will be limited and determined on a case-by-case basis. It should not be used when the use of Verizon or Verizon Business is more appropriate.

Acronyms/Abbreviations

Industry standard acronyms and abbreviations may be used in Verizon Business naming, e.g.: IP, VPN, VoIP, CDMA.

Use of the Word “Flex” in Existing Verizon Business Names

When products or services are sold by both Verizon Telecom and Verizon Business, their names must be descriptive unless they are part of an existing family, such as Custoflex.

Some names that are not aligned with our nomenclature system, such as Custoflex will be retained, for business reasons such as cost to change and/or perceived equity. Use of non-descriptive retained names by Verizon Business is limited to the U.S.

Verizon Flex is the flagship name for converged Verizon Telecom and Verizon Wireless bundles. The word “Flex” is also used in some existing Verizon Business product names and those names will be retained (and not changed). These names include:

FlexPath

FlexGrow

Flex T1

Custoflex

Custoflex 2100

Cybertrust Acquisition Strategy and Verizon Business Naming

For our acquisition of the Cybertrust brand, we created a unique lock-up, shown below. The endorsement line “Security Solutions powered by Cybertrust” is used.



This variation of the logo allows Verizon Business to benefit from Cybertrust’s leadership position in the security marketplace. It also ensures the Verizon Business name remains the dominant element, while presenting the Cybertrust name in a highly visible manner.

The Verizon Business logo with the Cybertrust endorsement line is an interim identity that is intended strictly for communications focusing entirely on Cybertrust and its security solutions offering.

In communications that discuss Cybertrust but that are not entirely dedicated to it, the standard Verizon Business logo should be used. In these instances, Cybertrust should be mentioned only within the text or copy of the document or communication, without the use of a trademark symbol (™ SM or ®) after Cybertrust.

Several Cybertrust names have been retained. We continue to use trademark symbols with Cybertrust and Cybertrust marks when used with goods or services as appropriate. The naming and branding relationship of Cybertrust with Verizon will be reviewed and altered over time. These guidelines will be revised as needed.

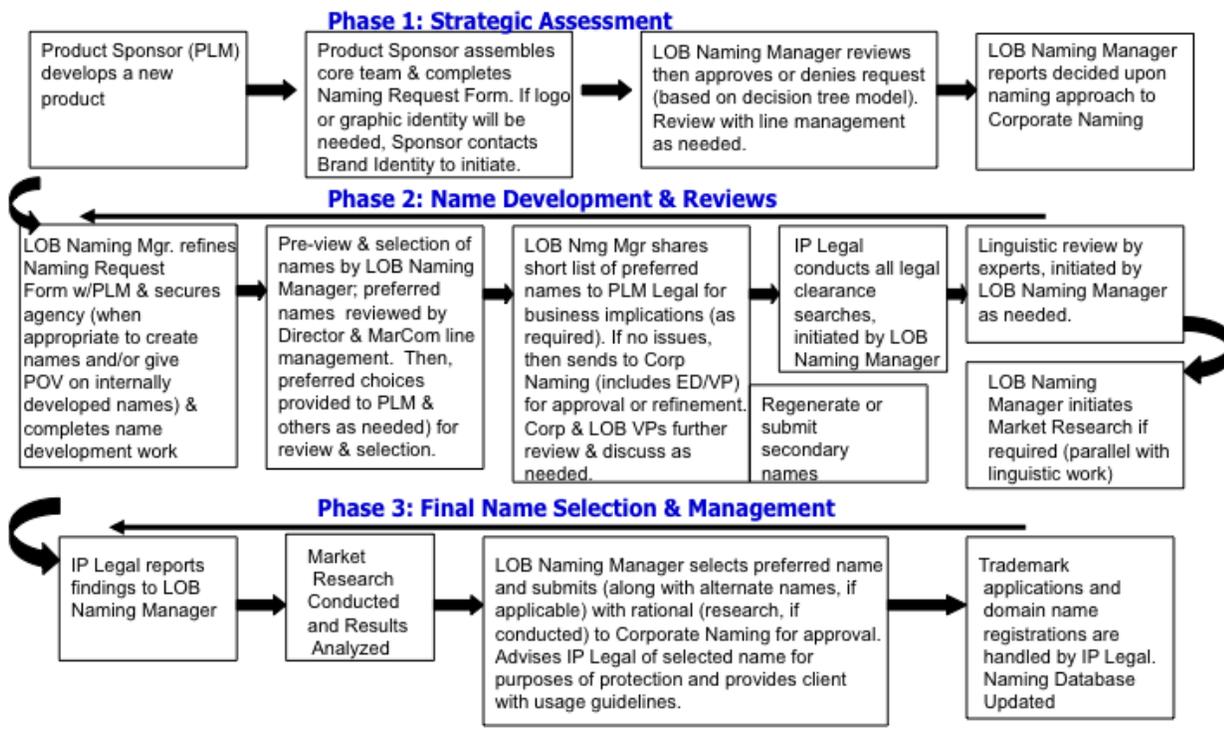
Other major strategic acquisitions by Verizon Business and their naming implications will be handled on a case-by-case basis, and will not necessarily follow the Cybertrust model.

CHAPTER IX

ISSUES SPECIFIC TO THE VERIZON WIRELESS NAMING PROCESS

Verizon Wireless Naming Process for All Offerings Except Devices

Follow the naming process diagrammed below whenever products or services **other than devices** need to be named for Verizon Wireless:



Use of Verizon Wireless in Product and Service Names

Verizon Wireless is the brand we use to identify our products and services, and we must be sure to leverage its power in the context of our product and service names.

Verizon Wireless does not require that “Verizon Wireless” be used in front of every product name. Verizon Wireless ads are clearly marked with the Verizon Wireless logo, which is enough evidence to support the brand name and identify Verizon Wireless as the source of the product.

In addition to ads clearly marked with the Verizon Wireless logo, the Verizon Wireless name is also not used in first mention of the product or service name when the Verizon Wireless context has been clearly established on the website, in the retail store or on collateral materials that are clearly branded Verizon Wireless.

Additionally, when a trademark registration application has been filed for a name that does not include Verizon Wireless, the first mention does not need to include Verizon Wireless.

EXCEPTION: For some Verizon Wireless devices or service names, the objective may be to promote and leverage the brand equity of the third-party vendor. In those instances, the Verizon Wireless brand may not be used in the product name. For example: Samsung Knack™ (where Knack is a Verizon Wireless trademark).

However, we may need to use the Verizon Wireless name in first mention of a product or service name when it is contextually appropriate or if IP Legal determines that the product or service name must always be used with Verizon Wireless.

Whether or not the Verizon Wireless name should be used in first mention of product and service names will be determined on a case-by-case basis, based on contextual needs and IP Legal requirements. Any questions should be directed to the Verizon Wireless Naming Manager.

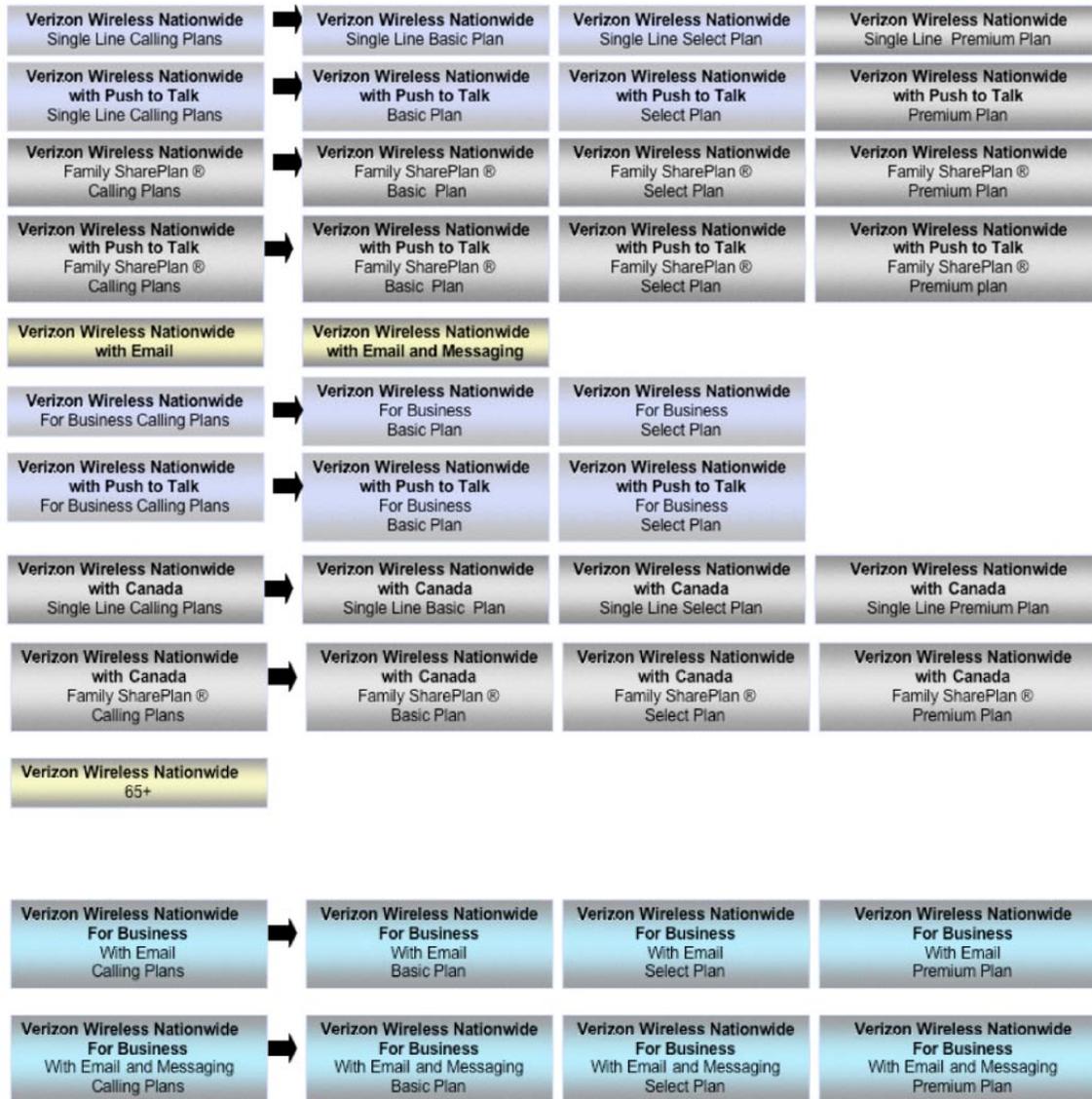
Verizon Wireless Sub-Brands

Verizon Wireless Nationwide is the family name used for Verizon Wireless calling plans. The name is a long-term asset, which will be retained.

We use the master brand in first mention where applicable. For example:
Verizon Wireless Nationwide Single-Line Basic Plan

Subsequent mentions of names may be used without the master brand. Parts of the name, for example "Basic Plan" or "Select Plan" or "Premium Plan" may be used separately in grids for brevity.

Full names incorporating Verizon Wireless Nationwide in current usage for consumers are listed below. The full name is not always used, depending upon the application or space requirements, for example, in grids of charts, the plan levels may be listed separately.



Retained Names

There are a few products and services within the Verizon Wireless portfolio that do not represent a converged offer or strategic flagship offer. These names have been retained, and will not be renamed to align with the Wireless naming conventions.

Names that do not align with conventions that Verizon Wireless will continue to use include:

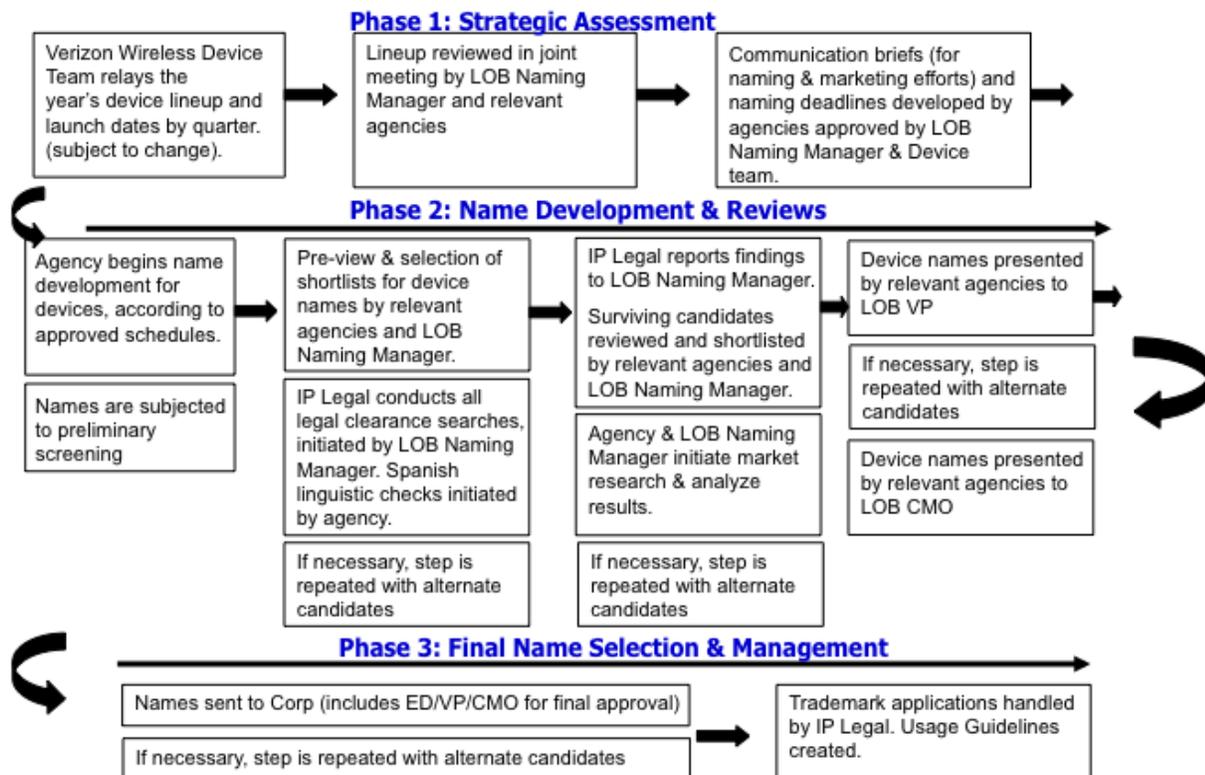
- America's Choice
- INpulse
- EasyPay
- Vtext

V, VZ, and VZW

Use of V, VZ and VZW in product and service names should be minimal but may be applied strategically (for example, VZ Navigator). VZW may also be used internally, as needed.

Device Naming Process

Follow the process in the diagram below for Device naming:



Device Nomenclature System

The Verizon Wireless Device Naming System is based on three categories:

- Epic Connectivity
- Immediate Entertainment
- Personal Style

Each of the categories is defined below, and is paired with its own distinctive creative theme to inform the naming process:

• Epic Connectivity

Epic Connectivity is multifaceted connection on a grand scale. These devices are specially equipped to strengthen people's existing connections to the things that move them, and powerful enough

to help them explore beyond their daily lives. Not only do customers feel in touch with the world around them, they feel connected to a larger vision of what's possible that borders on the fantastic.

Consistent with Verizon attributes:

In Touch, Inventive, Relentless

Meaning: Ideal Epic Connectivity names may start by suggesting connection or exploration, but should have underlying meanings or associations that are more profound or evocative.

Tone: Names should be consistent (or at least not conflict) with the sweeping, epic scope of the theme.

• **Immediate Entertainment**

Immediate Entertainment is in the moment, bursting with activity and fun possibilities. These devices are optimized to deliver transformative entertainment experiences, which means people can't sit still, can't keep quiet, and can't get enough.

Consistent with Verizon attributes:

Enthusiastic, Approachable, In Touch

Meaning: Ideal Immediate Entertainment names should be brief, fun, energetic action words that relate to an entertainment feature of the device.

Tone: Names should be consistent (or at least not conflict) with the split-second immediacy and momentary scope of the theme.

• **Personal Style**

Personal Style is where communication becomes expression for our customers. These devices represent new ideas in what is fitting, functional or beautiful in device design. They allow people to make an individual statement by choosing which device fits them best.

Consistent with Verizon attributes:

Inventive, Enthusiastic, In Touch

Meaning: Ideal Personal Style names should be related to an appropriate aspirational character, attribute, behavior or social standing.

Tone: Names should be consistent (or at least not conflict) with the individual, human scope of the theme.

Categorization of the devices is determined by the LOB Naming Manager, Device Team and relevant agencies based on the criteria outlined below:

- Is the device exclusive to Verizon Wireless? (Only exclusive devices are named by Verizon Wireless)
- Does the device have a key selling point? (i.e. unique design, quality displays or finishes, Video or Music on demand, etc.)
- Does the key selling point enhance connectivity (i.e. QWERTY keyboard) or entertainment (V CAST, V CAST Mobile TV) or design (aesthetics, form factor etc.)?

Individual Device Name Usage Guidelines

After final name approval by the Legal Department the Wireless LOB Naming Manager will provide Usage Guidelines for each device name.

CHAPTER X

VoIP NAMING CONVENTIONS

Our naming strategy for VoIP offerings is in alignment with our move to more descriptive naming and is based on two key principles:

- We should leverage widely recognized industry terms rather than develop entirely new names.
- Names must also be appropriate to the audience for which they are intended.

Verizon Consumer and Mass Market Small Business VoIP

For consumers and “mass market” small businesses (1-7 lines), it is important to use terms that are common in the marketplace and clearly describe the offering. Most often, telecommunications and cable competitors use either Digital Phone or Digital Voice to identify their VoIP service for the consumer segment.

VoIP has different access methods (copper, fiber, wireless) but the transmission is the same. Therefore we use the same name for all VoIP offerings.

So, for the consumer and small business (1-7 lines) customers, we use the descriptor “Digital Voice” across all offerings.

For example:

Verizon Digital Voice

Verizon Digital Voice for Business

We may add descriptors as needed to distinguish among a range of service options and features.

If in the future a hierarchy of “good, better, best” Digital Voice offers is created, the standard service level descriptors may be applied (i.e., Enhanced, Premium, Ultimate).

Verizon FiOS VoIP

FiOS Voice (VoIP over fiber) will follow the same naming convention, incorporating the name FiOS to leverage this sub-brand and differentiate the FiOS offering, which will have some enhanced features.

The name is:

FiOS Digital Voice (formerly FiOS Voice)

In first mention, the Verizon master brand should be used, as follows:

Verizon FiOS Digital Voice

In subsequent mentions, the name may be used as follows:

FiOS Digital Voice

Below are examples of a related system of names, all using the descriptor “Digital Voice” for the FiOS VoIP products). Plan descriptors (Per Minute and Unlimited) have been added to FiOS Digital Voice to help consumers distinguish among the plans:

FiOS Digital Voice **Per Minute**

FiOS Digital Voice **Unlimited**

Verizon Hub VoIP

For the single line VoIP service bundled with Verizon Hub, the name to use is:

Verizon Hub with Digital Voice

Verizon VoIP for Medium and Large/Enterprise Business

NOTE: This section covers VoIP naming approach for medium business handled through Verizon Telecom and Large/Enterprise Business handled through Verizon Business.

Larger business customers are generally more familiar with technological terms and the industry-recognized acronym VoIP will be used instead of “digital voice.”

The following name will be used for global VoIP offerings for medium business customers (through Verizon Telecom) and large/enterprise business customers (through Verizon Business) with different access methods:

Verizon VoIP

Names for the various VoIP access methods under the Verizon VoIP umbrella include:

Verizon Hosted IP Centrex

Verizon IP Trunking

Verizon IP Integrated Access

Verizon IP Flexible T1

CHAPTER XI NAMING BUNDLES: THE VERIZON FLEX CONVENTION

Our bundling strategy is designed to reduce the number of bundle names and make it simpler for consumers to understand. In developing this strategy, we have clearly defined our core services, as well as what qualifies as a bundle and a package. The following chart provides definitions for each type of offering.

We introduced the Verizon Flex name by using it for converged bundles only. We defined a converged bundle as a major offer grouping two or more Core Services together from both Verizon Telecom and Verizon Wireless. (See definition of Core Services below.) For all new bundles for both consumer and small/medium business segments launched after June 2008, we will use the Verizon Flex name, **whether or not they are converged**, as long as the bundle consists of two or more Core Services. Verizon Flex for Business will be the name that is used for the bundles targeted at the small/medium business segment.

| Type of Offering | Definition | Explanation | Apply Verizon Flex Naming? |
|-------------------|---|--|--|
| Core Service | Principle offering; Voice, Data/Internet, TV and Wireless services | Voice (Wireline Copper, Fiber Optic, VoIP, Wireless) Data (Wireline Copper, Fiber Optic, Wireless Internet Access) TV (Satellite or Fiber Optic) | No -- Verizon Flex is only used for bundles, not individual offerings. |
| Bundle | Major offer grouping 2 or more Core Services together for convenience, sales or value | Any 2 or more Core Services above. May also include other elements such as calling plans. | Yes |
| Enterprise Bundle | Major offer grouping 2 or more Core Services together | May also include other elements in addition to Core Services. | No |
| Package | An offer that groups 1 Core Service with additional elements, or several elements without a Core Service. | -Verizon Freedom Extra NOTE: Names for SMB packages TBD; today one example is Verizon Freedom for Business with Wireless Internet | No |

- **Core Services** represent Verizon’s principal offerings, as provided by any form of telecom or wireless technology. These include:
 - **Voice** wireline copper, fiber optic, wireless or VoIP)
 - **Data** (standard or high-speed wireline copper Internet access, wireline fiber optic Internet access or wireless Internet access)
 - **TV** (fiber optic or satellite)
- A **Bundle** is a major offer that groups together two or more core services from any Line of Business for convenience, sales or value. Bundles may also include other secondary elements, such as calling plans.
- **Convergence** means a combination of elements or technologies from Verizon Telecom and Verizon Wireless. A combination of core services within a single LOB is not considered Convergence.

A **Converged Bundle** is a major offer that groups at least one core service from Verizon Telecom with at least one core service from Verizon Wireless, for the purpose of convenience, sales or value. These bundles may include incremental features or plans, which can be referenced with modifiers, or in messaging

- An **Enterprise Bundle** is a major offer from Verizon Business that groups together two or more core services for Large Business customers. Names for Enterprise customers are always descriptive terms or standard industry terminology, so using Verizon Flex in the name is not appropriate for this audience
- A **Package** is a minor offer that groups two or more non-core services for any reason (sales, convenience, value, etc.), or that groups one core service with one or more non-core products or services for any reason, whether that package is delivered jointly by Verizon Telecom and Verizon Wireless or not. Packages do **not** use the Verizon Flex name. Our preferred descriptor for packages is “Pak” (rather than Pack). For example: Verizon Freedom for Business Expansion Pak

Verizon Flex Bundles

Verizon Flex was created as the name for all bundles to help make customer choices easier and reduce name proliferation. Use of a single bundle name provides customers with consistent and clear communications, and focuses their decision-making through improved navigation among products and services.

It also simplifies and streamlines the naming process, increasing speed to market, while eliminating unnecessary naming, this saving time and legal expenses. It maximizes advertising dollars behind one name and message, and provides a halo effect between consumer and small-medium business for similarly named offers.

Why “Verizon Flex” works well as a name:

- Short
- Simple
- Distinctive
- Easy to use and understand
- Complements Verizon’s brand values
- Conveys the versatility and expandability of our network’s many offerings

If an offer qualifies for the Verizon Flex name, it must always appear as Verizon Flex in each mention. The name Flex should not be used alone in any subsequent mentions.

For example:

DO: Verizon Flex

DON’T: Flex

DO: Verizon Flex for Business

DON’T: Flex for Business

Trademark Symbol Use:

1st Use: Verizon Flex (Verizon Flex requires Verizon for every use.)

2nd Use: Verizon FlexSM

Subsequent Use: Verizon Flex

Billing Use: Verizon Flex

Use of Verizon Flex Today (June 2008)

As of June 2008, the Verizon Flex naming convention has been expanded to encompass all bundled offers within, as well as across, Verizon Telecom and Verizon Wireless.

There are currently four consumer bundles that use the Verizon Flex name. These offers use descriptors (i.e., Double Play, Triple Play) to differentiate among the bundles. As new bundles are created, these descriptors will no longer be used, and the names below will be renamed to eliminate the descriptor.

Verizon Flex Double Play (Verizon Freedom Value and Wireless)

Verizon Flex Double Play (HSI and Wireless Voice)

Verizon Flex Double Play (FiOS Internet and Wireless)

Verizon Flex Triple Play (FiOS Internet, FiOS TV and Wireless)

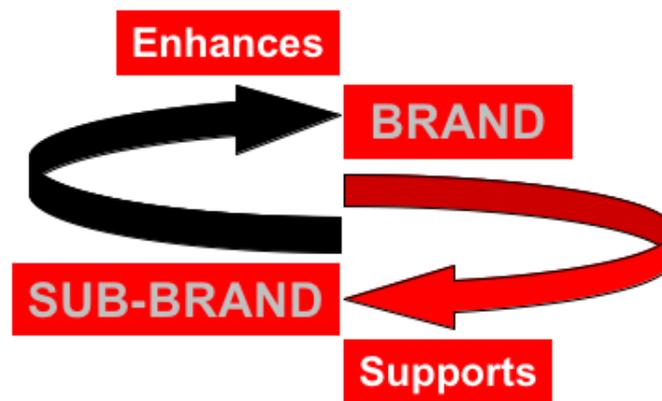
FiOS as a Key Sub-brand

Verizon FiOS is a flagship offering and key sub-brand. This proprietary name enhances the Verizon master brand and is supported by it. We must always establish and maintain a clear connection between Verizon and FiOS.

It is crucial that the FiOS name be used consistently, since the name has in the past most frequently been used as a stand-alone (e.g., FiOS Internet) without direct linkage to the master brand (e.g., Verizon FiOS Internet).

As a sub-brand, FiOS should pay back value to the Verizon master brand while simultaneously benefiting from the master brand's attributes.

It should be carefully managed and used so as not to overshadow the master brand:



FiOS Naming Conventions

Verizon FiOS is the full formal name. Every time FiOS is used with Verizon, perceptions of the Verizon master brand will be enhanced, and FiOS will be supported by the attributes already associated with Verizon in the minds of customers.

Verizon FiOS is the required usage in at least the first copy mention and optionally in the last mention in all communications. This is done to reinforce a clear connection between the master brand and the sub-brand, as follows:

First/Last Mention (Correct): Verizon FiOS

First Mention (Incorrect): FiOS®

FiOS® is the required usage at least the first time FiOS appears without Verizon, i.e., the second mention. The federal registration symbol must be used at least once with FiOS alone.

Second Mention (Correct): FiOS®

Second Mention (Incorrect): FiOS

Whenever the name FiOS appears in copy, it should be written using the initial capital “F”, a lower case “i” and capital “OS.”

- DO: FiOS
- DON'T: FIOS
- Fios
- fiOS
- fios

The type treatment for Verizon FiOS is shown below.

VerizonFiOS

This type treatment is the visual expression of the sub-brand and should be used in accordance with the identity guidelines. Your Naming Manager will guide you on proper usage of the name and the type treatment in communications.

The Verizon FiOS naming convention follows that of the corporate naming strategy:

| <i>Master Brand</i> | <i>Sub-brand/Product Name</i> | <i>Descriptor</i> | <i>Modifier</i> |
|---------------------|-------------------------------|-------------------------|-----------------|
| Verizon | FiOS Digital Voice | | |
| Verizon | FiOS Internet | | |
| Verizon | FiOS TV | Extreme HD | |
| Verizon | FiOS TV | | withHD DVR |
| Verizon | FiOS | Router | |
| Verizon | FiOS | Interactive Media Guide | |
| | FiOS® Digital Voice | | |
| | FiOS® Internet | | |
| | FiOS® TV | Extreme HD | |
| | FiOS® TV | | with HDDVR |
| | FiOSTM | Router | |
| | FiOS® | Interactive Media Guide | |

Only core offerings (VoIP, internet, and television) are part of the sub-brand name. These names are shown in bold above.

For all other offerings within the FiOS family, the Verizon FiOS name is leveraged by adding easy-to-understand descriptors, which help build the sub-brand family and enable our customers to identify and navigate its offerings. For example:

| | |
|--------------------------------------|--------------------------------------|
| Verizon FiOS Interactive Media Guide | (interactive TV descriptor) |
| Verizon FiOS Video on Demand | (VOD uses common industry term) |
| Verizon FiOS Router | (advanced router for FiOS customers) |
| Verizon FiOS Installation Guarantee | (guaranteed installation benefits) |

Naming Convention for FiOS Packages

The CPE and content package names that are part of the Verizon FiOS TV family demonstrate the desired naming convention, in which descriptors and modifiers are added to the name to make it clear what is offered:

- FiOS TV Premier
- FiOS TV plus Premium Channels
- FiOS TV with DVR
- FiOS TV DVR plus Premium Channels
- FiOS TV with HD DVR
- FiOS TV HD DVR plus Premium Channels
- FiOS TV with Multi-Room
- FiOS TV Multi-Room plus Premium Channels

NOTE: The services above include FiOS TV Premier. Due to length and confusion with 'Premium Channels' the term 'Premier' was dropped from the names.

Where appropriate, the phrase "for Business" descriptor may be added to the name of core FiOS offerings in order to differentiate them for small/medium business customer segments. The phrase "for Business" is considered part of the sub-brand name in these cases, and, as such, comes after the service name, rather than after FiOS.

- Correct: Verizon FiOS Internet for Business
- Incorrect: Verizon FiOS for Business Internet

FiOS Descriptors for Marketing

It is acceptable to link FiOS with words that are clear and straightforward for marketing purposes to enhance perceptions of the sub-brand as well as communicate customer benefits. For example, when referring to the entire Verizon installation experience, a descriptive phrase may be added alongside the

name. This is not a product or service name, but rather a “heading” that summarizes a key benefit for customers which is associated with FiOS. As such, it should typically not be capitalized.

For example (using “the Verizon FiOS difference” as the descriptive phrase):

“The very best in fiber optic communications and entertainment, from professional installation to dedicated support services – that’s the Verizon FiOS difference.”

Nomenclature for these special marketing circumstances must be approved on a case-by-case basis.

Navigational Tabs

Navigational tabs associated with FiOS names should be the generic or industry terms. For example: in the “Verizon FiOS Interactive Media Guide” under the heading of “Enhanced TV,” capabilities such as Player Alerts, Scores, Fantasy League and Trivia would be identified under the header “Sports.” Enhanced TV and Sports are only used as navigational tabs, not product/service names. Capabilities are also only navigational tabs. It is not necessary to repeat the FiOS name with these navigational terms once the FiOS context has been established. For example:

Naming and Navigational Hierarchy Model

Verizon FiOS Interactive Media Guide

- Enhanced TV
 - Sports
 - Player Alerts
 - Scores
 - Fantasy League
 - Trivia

Bundle Naming for FiOS

Formerly, bundle names that combined fiber optic core offerings have used the FiOS sub-brand and followed the naming convention for descriptors most recognizable in the marketplace for combinations of Voice, Data, and TV products and services, as follows: Double Play or Triple Play names cannot be used alone. These names must be preceded by FiOS or Verizon FiOS,

Verizon FiOS Double Play
Verizon FiOS Triple Play
Verizon FiOS Ultimate Play

Other existing bundle names within the FiOS family incorporated the Freedom name. These names are:

Verizon FiOS Double Freedom
Verizon FiOS Triple Freedom
Verizon FiOS Ultimate Freedom

“FiOS,” “Verizon” or “Verizon FiOS” must be used with the “Freedom” bundle name. “Freedom” cannot be used without one of these marks.

DO... Verizon FiOS Double FreedomSM
DON’T... Verizon FiOS® Double FreedomSM
DON’T... Double FreedomSM

Bundles that incorporate FiOS as a key component after June 2008 will use the single-bundle name, **Verizon Flex**. Components of these bundles that are fiber optic offerings will be named individually in supporting communications. For example:

*Get **Verizon Flex** and double-up on the excitement!*
*Includes **Verizon FiOS Internet** and **Verizon FiOS TV***

NOTE: Verizon Freedom and FiOS bundle names will be retained through 2008. All new bundle configurations developed in 2008 will be named Verizon Flex. The renaming will be executed in 2009 with the new names in market by the end of 2009.

Third-Party Offers

We do not currently use the FiOS name with third-party offers.

Correct: Verizon | Rhapsody
Incorrect: Verizon FiOS | Rhapsody

As the FiOS portfolio expands, we may provide additional guidelines to address the specific nature of the relationship between FiOS and third-party brands.

Types of Names that Work Well with FiOS

Both Verizon and FiOS are coined words. FiOS itself is an extremely abstract term with no inherent meaning; communications are being created over time to imbue the name and sub-brand with specific attributes.

When two coined words are paired together (Verizon + FiOS), it is even more important that the descriptors following them are as clear, straightforward, and as explicit as possible.

Product/service names added to Verizon FiOS must be descriptive. Even when a product or service makes it through the decision tree to qualify for an enhanced descriptor or suggestive name, FiOS product/service names should be as telegraphic as possible, so as not to create a series of names that are opaque to customers:

DO: Verizon FiOS Interactive Media Guide

DO: Verizon FiOS Router

DON'T: Verizon FiOS Televantage

DON'T: Verizon FiOS UltraSpeed Router

FiOS Name Usage

Our objective is to ensure that the FiOS sub-brand does not overshadow the master brand. Even though FiOS is a registered trademark, we never use it alone in first mention. FiOS may be used alone in second and subsequent mentions following first usage linked with Verizon.

The federal registration symbol must be used the first time FiOS is used alone without “Verizon” (i.e., in the second mention) to provide notice that it is a proprietary mark of Verizon.

As a proprietary mark and coined term, FiOS should never be defined as having a descriptive or industry meaning.

DON'T: FiOS stands for fiber-optic services

DO: FiOS is a Verizon trademark for digital voice, Internet and TV provided over a fiber-optic network.

In addition, we should not refer to the fiber-optic network as a “FiOS network.” You may reference “the FiOS fiber-optic network,” etc.

FiOS should typically be used as an adjective, rather than a noun, e.g., *FiOS services, FiOS experiences, FiOS network, FiOS infrastructure.*

If used as a noun, simultaneous usage of FiOS as an adjective in the same piece of communication is the preferred convention. For example:

“Verizon FiOS gives you the ultimate experience, whether you are watching TV, surfing the net or phoning friends. Choose the FiOS® services that are right for you, and get in on the experience.”

While FiOS may be used in connection with “experiences, a fiber network or an infrastructure” as noted above, a reference must be made to “FiOS services” or a particular FiOS service such as FiOS TV in the same communication piece when this is done. For example:

“The FiOS experience brings you the very best in communication and entertainment. And when you get FiOS Digital Voice, FiOS Internet and FiOS TV, you’ll experience it all.”

NOTE: We do not have a service that is named FiOS TV; this is only used as an umbrella name.

Where appropriate, we should leverage related names to reinforce the breadth and relationship of the FiOS family. For example, where pertinent, we can leverage the FiOS1 name in conjunction with FiOS TV to communicate about this fully dedicated TV channel focused on local information, which is available to Verizon subscribers, as follows:

“FiOS TV subscribers can get local information, sports and features all day on FiOS1.”

NOTE: There is no space between FiOS and the numeral 1 in this name.

Trademark Symbols and FiOS

As stated, “FiOS” must be used with “Verizon” on the first mention, but is used alone in the second and subsequent mentions. The appropriate trademark symbol (SM, TM or (R)) should be used on the second use (the first time FiOS appears alone without Verizon). See examples below:

1st Use: Verizon FiOS
2nd Use: FiOS®
Subsequent Use: FiOS
Billing Use: FiOS

The following statement must appear on the bill: FiOS is a registered mark of Verizon Trademark Services LLC.

When FiOS is followed by descriptors that are industry terms or descriptive, the appropriate trademark symbol (SM, TM or (R)) should be used the first time FiOS appears alone without Verizon. See examples below:

1st Use: Verizon FiOS Internet for Business
2nd Use: FiOS® Internet for Business
Subsequent Use: FiOS Internet for Business
Billing Use: FiOS Internet for Business

The following statement must appear on the bill: FiOS is a registered mark of Verizon Trademark Services LLC.

1st Use: Verizon FiOS TV Extreme HD

2nd Use: FiOS® TV Extreme HD

Subsequent Use: FiOS TV Extreme HD

Billing Use: FiOS TV Extreme HD

The following statement must appear on the bill: FiOS is a registered mark of Verizon Trademark Services LLC.

Please note: "FiOS" has not been registered for use on equipment, and the registration symbol cannot be used. See below:

1st Use: Verizon FiOS Routers

2nd Use: FiOSTM Routers

Subsequent Use: FiOS Routers

Billing Use: FiOS

The following statement must appear on the bill: FiOS is a registered mark of Verizon Trademark Services LLC.

When FiOS appears as part of a mark, the appropriate trademark symbol (SM, TM or (R)) should be used after the full mark the first time the mark appears alone without Verizon. See examples below:

1st Use: Verizon FiOS1

2nd Use: FiOS1SM

Subsequent Use: FiOS1

1st Use: Verizon FiOS Double Freedom

2nd Use: FiOS Double FreedomSM

Subsequent Use: FiOS Double Freedom

Billing Use: FiOS Double Freedom

The following statement must appear on the bill: FiOS is a registered mark of Verizon Trademark Services LLC.

CHAPTER XIII

V CAST NAMING CONVENTIONS

NOTE: These guidelines illustrate current usage of V CAST. Additional guidelines for V CAST are under development and will be provided at a later date.

V CAST is currently used as a sub-brand of Verizon Wireless. The following chapter outlines how the V CAST sub-brand is used alone and with product and service names.

V CAST and the Master Brand

The V CAST name is always used in the context of the Verizon Wireless or Verizon brand name/ identity/logo, but most often appears as a stand-alone name in copy once the Verizon context has been established.

| | |
|--|------------------------------|
| Most Common Usage: | V CAST |
| Some Instances (typically used in voice-over): | V CAST from Verizon Wireless |
| Rarely Used: | Verizon Wireless V CAST |
| Rarely Used: | Verizon V CAST |

The V CAST sub-brand should appear in copy in all capital letters in all instances, with a space between the letter V and the word "CAST." For example:

| | |
|-------------------|--------|
| <i>Correct:</i> | V CAST |
| <i>Incorrect:</i> | VCAST |
| <i>Incorrect:</i> | V Cast |
| <i>Incorrect:</i> | VCast |
| <i>Incorrect:</i> | Vcast |

The V CAST mark is shown below:



It is a registered mark and should be used with the proper mark symbol as shown above.

When used in copy, the V CAST name is not used with the ® (registered mark) symbol. Your Naming Manager will guide you on proper use of the mark and the name in communications.

The “V” (comprised of dots, overlaying a circle) of the V CAST mark is never to be used alone. It must always be used with the word CAST and only to represent the media available through V CAST service.

Service Names

The V CAST sub-brand name is used as the foundation for naming the services that fall within the V CAST family, As a key sub-brand and family name, V CAST can be extended by adding descriptors to indicate the various services related to V CAST, using the following construct:

V CAST + Descriptive Name

For example:

- Family Name: V CAST
- Family Components: V CAST Music
 - V CAST Video
 - V CAST Mobile TV
 - V CAST Mobile TV Basic Package

Related Services

When a service that is related to one of the family components requires a name, you may either:

- 1) Add a descriptor to the family component to further explain the offering. For example:
 - V CAST Music Manager
 - V CAST Music Exclusive
 - V CAST Music Online Store

Or

- 2) Create a new descriptor that can be easily identified as related to the family component. For example:
 - Correct:* V CAST Song ID
 - Incorrect:* V ST Music Song ID

The best naming approach will be determined on a case-by-case basis, depending on the function of the service and its relationship to the family component.

Service Names In Use

Communications

V CAST service names should always be referred to in full in communications.

- Correct First and Subsequent Use:* V CAST Music
- Incorrect Second or Subsequent Use:* Music

Website and Device Navigation

The V CAST sub-brand should be used to help customers navigate to entertainment-related content, products, or services on websites and wireless devices. The V CAST family components (Music, Video, Tones, etc.) can be used as individual tabs or as navigational tools for users on websites and wireless devices only once the context of V CAST has been established. For example (downloading from website or on device):

First Mention: V CAST Music (full service name)
Subsequent Mentions: Music (a heading for navigation only)

NOTE: "Music" is not the service name, but it is acceptable to use this abbreviated term, rather than the full service name (V CAST Music), as a navigational tab on the handset or website one click after the V CAST Music landing page if needed to accommodate space limitations once the full service name has been established.

Product and Service Tools

The V CAST sub-brand name should never be used in conjunction with, or in the naming of, Verizon Wireless or third-party product or service tools. For example:

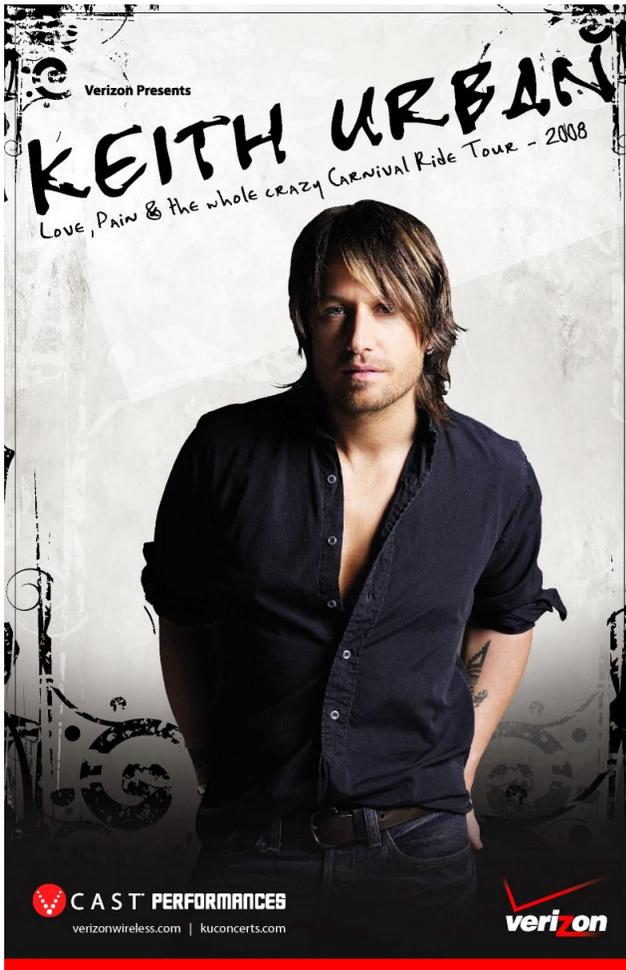
Incorrect: V CAST Navigator
Correct: VZ Navigator
Incorrect: V CAST Chaperone
Correct: Chaperone

Endorsement and Sponsorships

Music related theater performances, concert tours presented by Verizon, and exclusive live performances sponsored by Verizon should all be endorsed by "V CAST Performances." However, the phrase "Powered by V CAST Performances" should not be used.

The Verizon brand must be established in first mention in voiceovers or in copy, however. In addition, the Verizon logo must be used to reinforce the connection to the master brand.

An example of the proper usage of these names and logos is illustrated below.



Partnerships

Use of V CAST with partner brands will be determined on a case-by-case basis, depending on the terms of the agreement with the partner.

NOTE: Please refer to separate guidelines for the V CAST relationship with Rhapsody, found on the Naming Portal.

CHAPTER XIV

RETAIL ENVIRONMENT NAMING GUIDELINES

The approved name for a stand-alone store location is: Verizon

Rationale:

Verizon Telecom is following the Verizon Wireless store naming strategy, that is, regardless of the size of the store or the type of VZW services provided the stores are named Verizon Wireless.

The Verizon store naming structure is:

- * Stores with Verizon Telecom services = Verizon
- * Stores with Verizon Wireless services = Verizon Wireless
- * Stores with both Verizon Wireless and Verizon Telecom services = TBD

For now the existing store names Verizon Plus and Verizon Experience will remain.

REGARDING ADDITIONAL CHAPTERS

You will find other guidelines for specific strategic products in separate documents in the naming guidelines of the brand portal. These include guidelines for the V CAST relationship with Rhapsody and Verizon Hub, and others.

CONCLUSION

Moving forward, updates will be added to the Naming Guidelines periodically. Please check for updates on the Verizon Naming Web Portal or with your Naming Manager.

For any questions, comments or concerns, please contact your Naming Manager. Check the Index for current contact information.

APPENDIX

Naming Decision Tool Drill-Down Questions

This series of additional questions supplement the key criteria in the Naming Decision Tool. Refer to these questions to help focus your decision-making.

1. “Brand Fit” Drill-Down Questions:

| ① BRAND FIT | ② COMPETITIVE | ③ GAME- CHANGING | ④ STRATEGIC (FLAGSHIP) |
|--|------------------|------------------------|------------------------------|
| <p>Is use of the Verizon brand beneficial to the offering and free of risk?</p> | | | |

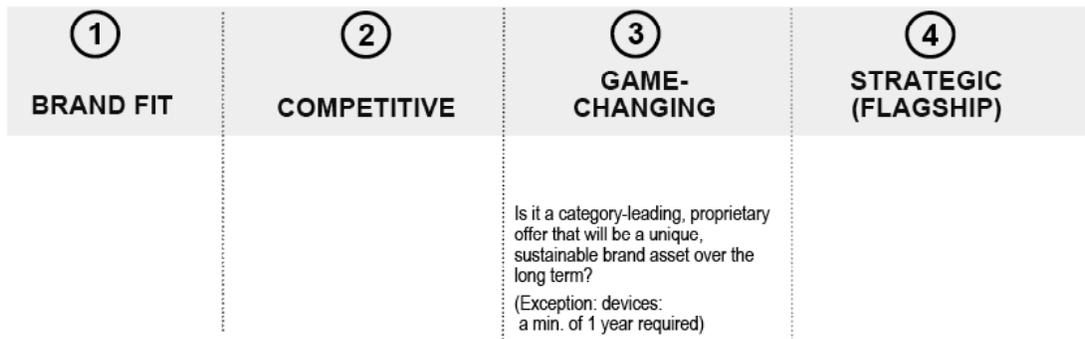
1. Can connection to this offering harm the Verizon brand in any way?
2. Is there reason to believe that Verizon is a barrier to entry for this offering (i.e.: presents a credibility issue)?

2. “Competitive” Drill-Down Questions:

| ① BRAND FIT | ② COMPETITIVE | ③ GAME- CHANGING | ④ STRATEGIC (FLAGSHIP) |
|----------------|--|------------------------|------------------------------|
| | <p>Is this a new and compelling proposition for the market or the Verizon portfolio and are there adequate resources to promote it on a national/ regional level? <u>NOT</u> a parity offer.</p> | | |

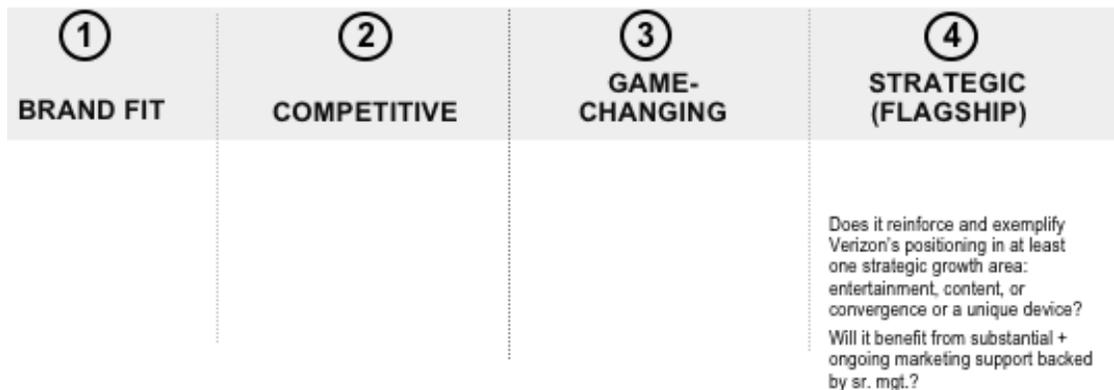
1. Is it intended as a primary offer or first-in-family and expected to create or increase revenue with current customers?
2. Does it have the promotional resources for at least 2 of 3: national/regional TV-Radio ads; print ads; direct mail? (For Devices Only: if the prior criteria is not met, must at least answer yes to significant promotional focus on line during drive periods.)
3. Devices must be national as well as premium products that can also answer yes to one of the following:
 - Has a unique form factor OR Is a specialty device targeted to a specific segments (e.g., child)
 - OR Has advanced capability related to a specific feature or service (e.g., superior camera, etc.)

3. "Game-Changing" Drill-Down Questions:



- Is this offer capable of redefining the industry by providing a breakthrough experience via
 - iconic form-factor (devices only)?
 - uniquely premium or niche proposition
 - ability to capture people's imagination?
- Will it be unique and proprietary to Verizon over the long-term? (1 year for devices; devices must also be exclusive to Verizon)
- Will it provide a sustainable competitive advantage for the Verizon brand?
- Is it capable of generating significant ARPU or creating substantially large new revenue streams among existing or new targets?

4. "Strategic (Flagship)" Drill-Down Questions:



- Will it provide customers with an essential destination or vehicle for experiencing a whole new level of functionality and customization via feature-rich content?
- Will it enhance/enrich perceptions of and add value to the Verizon brand among existing and emerging audiences?
- Will senior management have a vested interest in building this brand over the next 3-5 yrs (1 for devices) and provide a budget to develop, protect, and nationally market this offer?

Outcomes: Drill-Down Information

To determine more specifically what type of name should be developed, refer to these detailed guidelines.

| <p style="text-align: center;">1</p> <p style="text-align: center;">BRAND FIT</p> | <p style="text-align: center;">2</p> <p style="text-align: center;">COMPETITIVE</p> | <p style="text-align: center;">3</p> <p style="text-align: center;">GAME-CHANGING</p> | <p style="text-align: center;">4</p> <p style="text-align: center;">STRATEGIC (FLAGSHIP)</p> |
|---|---|---|--|
| <p>Is use of the Verizon brand beneficial to the offering and free of risk?</p> <p>YES Use Verizon master brand. Go to next gate.</p> <p>NO Create stand-alone or distanced brand name suitable to offering attributes. Consult Brand Identity for logo development approval</p> | <p>Is this a new and compelling proposition for the market or the Verizon portfolio and are there adequate resources to promote it on a national/ regional level? NOT a parity offer.</p> <p>YES Go to next gate.</p> <p>NO For Devices: use provider model name (i.e.: Do not create new name)</p> <p>NO All Other Offerings: Existing Industry Term OR, if one does not exist, Descriptive Name (2-3 words max.)</p> | <p>Is it a category-leading, proprietary offer that will be a unique, sustainable brand asset over the long term? (Exception: devices: a min. of 1 year required)</p> <p>YES Go to next gate.</p> <p>NO For Devices: use provider model name (i.e.: Do not create new name)</p> <p>NO All Other Offerings: Is offering is so broad or diverse that descriptive terms limit effectively identifying, defining, or marketing the offering? NO= Descriptive Name YES= Continue to next question</p> <p>Will creating a new name compromise navigation for customers? NO= Enhanced Descriptive Name YES= Descriptive Name</p> | <p>Does it reinforce and exemplify Verizon's positioning in at least one strategic growth area: entertainment, content, or convergence or a unique device? Will it benefit from substantial + ongoing marketing support backed by sr. mgt.?</p> <p>YES Select from: Descriptive Name Enhance Descriptive Name Suggestive Name Abstract Name (for devices only)</p> <p>NOTE: These offerings may be eligible for brand logo, pending approval from Brand Identity.</p> <p>Rules of Thumb if you qualify: Enhanced Descriptive Names are less distinctive, so where greater differentiation is required in the competitive set, suggestive names are preferred</p> <p>Suggestive Names generally provide broader umbrellas for product families or multifaceted offerings</p> <p>NO Go to "NO" in Gate 3</p> |

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GLOSSARY

Brand Equity

The total value or functional, emotional and inspirational/aspirational associations inherent in a brand's complete image (created through a history of both the name/verbal messaging and visual support.)

Brand Value

The value a brand would be given if represented on a company's balance sheet. In finance terms, this is the Goodwill of the brand's image, or intangible assets beyond fiscal value of a brand.

Convergence

The assemblage of elements or technologies from Verizon Telecom and Verizon Wireless; assemblage of elements or technologies within one LOB alone is not considered Convergence.

Converged Bundle

A major offer that groups together two or more core services, whether for convenience, sales or value, where at least one is come from Verizon Telecom and at least one is from Verizon Wireless. Converged Bundles may include other items, such as calling plans, in addition to core services, but must contain at least two core services, one from Telcom and one from Wireless to be a Converged Bundle, otherwise it is known simply as a 'bundle'.

Core Services

Voice lines (copper, fiber optic, wireless, or VoIP), Internet or data access (standard or high-speed copper, fiber optic, or wireless), and televised broadcast access (fiber optic or satellite).

Descriptors

A Descriptor helps new customers understand more clearly what a product name or service name provides; it usually comes after the product or service name. Descriptors identify a specific option or feature of an offer; it can describe the actual function of the product, plan or package, as well as the service, level or version.

For example, Verizon FiOS Triple Play, where Triple Play is a descriptor in the consumer space that lets customers know this is a bundle of services offered for convenience or value.

- **Category Descriptor:** (ex: “Wireless”, “Business”). This is not a product name.
- **Sub-category Descriptor:** A specific capability/capabilities within the broader category/need set. May incorporate category descriptor, such as “Plans,” “Packages,” “Services,” etc. This is also not a product name.
- **Version Descriptor (AKA Level Descriptor, Service Option Descriptor or Service Level Descriptor):** A one-word descriptor for a level that is limited and clearly defined, used consistently across the organization. Examples: Enhanced/Premium/Ultimate. It can also be a standardized descriptor used to differentiate between versions of a service, always added to the end of a product name. Examples: Monthly vs. Per Use.
- **Feature Level Descriptor:** A word calling out a differentiating aspect of the product, service or offer that competitors cannot claim. Usually, these are industry-standard descriptive terms, or in rare instances, a more suggestive term that focuses on the customer benefit. Examples: Call Waiting, Caller ID
- **Variable Descriptor:** A technology platform, service option, application or sponsor/partner product. Named only with a descriptor; not master branded, and in the case of a Third Party co-branding, it is preceded using “with”. Example: Verizon Wireless V CAST with Rhapsody.

Enterprise Bundle

A major offer that groups together two or more core services, whether for convenience or value, within Verizon Business.

Flagship Offering

A product or service name that will be heavily supported and promoted as an influencer of the strategic direction for the entire Verizon brand.

Individual Offering

A stand-alone product or service that is not part of a family. Includes products/services, plans, programs, portals, devices and integrated offers such as bundles and packages. Also referred to as One-off Naming in these Guidelines.

Industry-Standard Terminology

The common commercial names for goods or service in the marketplace among providers and users of the goods or services.

IP Legal Screening

Required clearance from Verizon's or Verizon Wireless' IP Legal Department of all proposed names for products or services.

Lines of Business (LOBs)

One of Verizon's three major business units, namely: Telecom (including consumer and small/medium business segments), Business and Wireless.

Master Brand Strategy

All names use the word "Verizon" in the first position, to emphasize that we are a single entity. "Verizon" is the master brand, endorsing whatever products or services are named after our brand, so that customers can expect the high standards of performance for which Verizon is renown.

Modifier

Identifies compelling additional information regarding the offer; specifies a supplemental component, such as technology, partner product, or application. Often, it's an add-on to the product name and/or descriptor that is preceded by the preposition "with." For example: Verizon FiOS TV with DVR. See Descriptor, above, for more information on descriptors.

Name Associations

However a name is constructed, it imparts some communication about the product or service. The amount of immediately recognizable details or benefits that you can take away just from reading the name varies from direct and obvious, to loose and disassociated. Below are more detailed definitions of the four types of Name Associations.

- **Descriptive Name** – Clearly describes a product/service type or function in direct highly descriptive terms or industry-standard terminology. Requires minimal funding to communicate to customers, and relies on the corporate brand to be the "hero". Used for the bulk of naming. Example: Verizon High Speed Internet
- **Enhanced Descriptive Name** – Describes a functional or emotional benefit of the offering in a more contemporary and evocative style; typically two straightforward words combined in a unique way. Must be easily/intuitively understood. May require some spending to promote and support.

- **Suggestive Name** – Implies or suggests a key benefit or attribute; may either be a real or coined word; requires more support and communication to seat and create understanding.
- **Abstract Name** – No clear relationship to function or benefit; may suggest form; may be either a real or coined word; requires dedicated and significant support and communication to seat and create understanding. Limited to Devices only.

Naming Constructs

A Name Construct is the specific manner, style or format in which a name is created. Names can be constructed with real words in English or another language, made of compound words (two words conjoined, or coined words (terms which are invented, either entirely or from parts of real words in English or other languages)

Naming Conventions

A Naming Convention is how a set of names in one or more “styles” is managed and expanded. For example, a Naming Convention might be the management of a portfolio of real word and coined names across one line of business.

Naming Manager

Verizon employees assigned to corporate organizations and LOBs who work with product sponsors throughout the entire naming management process, from naming request to full collateral execution, to ensure that the Verizon Naming Strategy is followed.

Package

A minor offer that groups two or more non-core services for any reason (sales, convenience, value, etc.), or that groups one core service with one or more non-core products or services for any reason.

PLM

Internal acronym for Product Line Management (also referred to as Offer Management). Refers to the Product Sponsor in the Naming Process flowchart.

Product Family

A set of names that have been developed to show the interrelated components of a group of products, services, technologies or offerings. This includes products/services, plans, programs, portals, devices and integrated offers such as bundles and packages. For example: Push to Talk phones.

Product Portfolio

A range of names within a line of business (LOB) which share a platform, technology, service, inter-related components or promotional aspect, but do not share a common sub-brand name or descriptor.

Product Sponsor

An individual from corporate organizations or LOBs who have something that needs to be named, are spearheading the effort for their organization or product/service team, and works with their assigned Naming Manager, from naming request form to name launch, to ensure that the Verizon naming strategy is applied. Also referred to as PLM (Product Line Management) or Offer Management.

Retained Names

Certain product or service names that do not align with the naming conventions and will be retained in the Verizon portfolio, whether due to existing brand equity or other business strategy reasons.

Sub-brand

A sub-brand is a brand name for a product and service that belongs to a larger, more comprehensive brand name. For example, FiOS is a sub-brand under the brand name Verizon.

Vanity Numbers

A vanity number is a custom phone number that is used to promote a new product, service or offer. For example, 1-800-GET-VZUP. "VZ" may be used for either internal or external vanity numbers. When a vanity number with "VZ" is used prominently, as a mark, or as a product name, a full legal clearance search must be conducted with Verizon IP Legal counsel.