

## SEL / Sony Corp. Trademark List

Updated: 4/13/2007

Trademark	Label	Generic Product Descriptor
3D Me	TM	printing system
A Vision For Business	TM	Slogan (no generic descriptor required)
A2DVD and Design	®	Service
ACCEPTING DREAMS NOW	®	Slogan (no generic descriptor required)
Access Center	TM	control, system (televisions)
AccuCore	®	disc
ACCUCORE Logo	®	Logo (No generic descriptor required)
AccuPower	TM	battery meter, system (camcorders)
Accurate Image Restoration	TM	technology (computer displays)
Acoustic Optimizer	TM	car audio system
Actiforce	TM	batteries (video cameras)
Active Prism	TM	feature (video cameras)
AdaptivePlus	TM	Drive
Advanced HAD	TM	feature, CCD imager (video cameras)
Advanced Intelligent Tape	TM	tape, drive
Advanced Storage by Sony	TM	Slogan (no generic descriptor required)
AIBO	®	Robot
AIR	TM	technology (computer displays)
Air-EGG	TM	wireless mouse (televisions)
AIRSHOT	®	LCD projector
ALBUMPRINT	®	Photo books
ALL PLAY AND NO WORK	TM	Slogan (no generic descriptor required)
ALL THE COLOR. ALL THE TIME.	TM	Slogan (no generic descriptor required)
ALPHA	TM	digital camera; digital SLR
Altrac CD (logo)	®	No generic product descriptor needed.
Altus	TM	headphones
Anycast Station	®	audio/video editing system (broadcast solution)
Anycast Station (Logo)	TM	No generic product descriptor needed.
APOS	TM	machine, system
ARTISAN	®	Computer monitor
ARTISAN	®	Software

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Trademark	Label	Generic Product Descriptor
ASC (Active Signal Correction)	TM	circuitry (televisions)
At Your Service	SM	warranty service, program (televisions)
ATA	TM	tuner activation (car audios)
ATRAC	®	Format
Atrac AD Logo	TM	No generic product descriptor needed.
ATRAC3plus	TM	format, technology (personal audio products)
Audio Very Important Professional Club	TM	program (professional media)
Audio VIP Club	TM	program (professional media)
Auto Access	TM	infrared sensor (televisions)
Auto Dialer	TM	feature, device (telephones)
Auto ImageSet	TM	feature (display)
AutoAlert	TM	software (displays)
AUTOCLOCK	®	Videocassette recorder
Automatic Music Sensor	TM	feature (personal audio products)
BABY CALL	®	Baby monitor
Backglow	TM	display panel (personal audio products)
Because There's So Much More to Hear	TM	Slogan (no generic descriptor required)
Beta/Plex	TM	system (professional broadcast)
BETACAM	®	video tape recorder
BetaSkipScan	TM	videotape recorder
BETASTORE	®	Hardware
BETASTORE	®	Software
Bidirex	TM	videotape editing unit
BIERA	TM	software, disk drive (professional broadcast)
BitCorder	TM	system (computers)
Blue ICS	TM	system, switch, control panel, software (professional broadcast)
BlueSpace	TM	function, software (computers)
Blu-ray Disc	TM	Device; technology; media
Blu-ray Disc Logo	TM	Logo (No generic descriptor required)

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Trademark	Label	Generic Product Descriptor
BRAVIA	®	televisions
BRAVIA ENGINE	™	technology; televisions
Brightview	™	screen (projection television)
Brilliant Color and Sound	™	video cassette
BRILLIANTLY DESIGNED	™	Slogan (no generic descriptor required)
C CONNECT DOWNLOAD STORE and Design	™	Logo (No generic descriptor required)
C CONNECT MUSIC STORE	™	Logo (No generic descriptor required)
Cappara	™	digital still camera, video camera
Carbonmirror	™	videotape, back-coating
Catseye	™	digital camera, system (professional)
CC CARD CENTRAL NETWORK and Design	™	Logo (No generic descriptor required)
CCD Protection Plan	SM	warranty service, program (professional CCD cameras)
CD COMPLETE	®	Software
CD COMPLETE PRO	®	Software
CD Extreme	™	computer software
CD-IT Pro	™	audio tape
CD-ROM (logo)	™	Logo (No generic descriptor required)
Cell	™	product (personal audio)
Cene	™	Digital video camera, digital video camcorder
Century Media	™	optical disk
Cerasin Chassis	™	mechanism (CD players)
Change the Way You Hear the World	™	Slogan (no generic descriptor required)
Change The Way You Remember The World	™	Slogan (no generic descriptor required)
CHANGE THE WAY YOU SEE THE WORLD	®	Slogan (no generic descriptor required)
Channel Magic	™	feature (television)
CHILDLOC	®	Feature

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Trademark	Label	Generic Product Descriptor
CHOOSE YOUR DEFINITION . . .	®	Audio and video editing system
Chromalloy	™	function (digital video editing system)
ChromaTru	™	LCD monitors
ChromaVue	™	Projector screen
CineAlta	™	system (video production system)
CineFrame	™	Video cameras
CINEMA 8	®	Service
Cinematone Gamma	™	technology
CINEMOTION	®	Televisions
CineMotion (logo)	™	Logo (No generic descriptor required)
Cinenet	™	software (medical)
CINEZA	®	LCD projector
CIRC	®	Player
Clear Photo	™	LCD
Clear Photo LCD Plus	™	
Clear Scan	™	circuitry (video cameras)
Clear Scan 25	™	feature (cordless telephones)
Clear Voice	™	micro cassette recorder
CLEAREDGE VM	®	Televisions
ClearPhoto LCD Plus	™	technology
ClearRaw	™	technology
ClearVid	™	CMOS sensor
Click to BD	™	software
Click to DVD	™	software
CLiÉ (logo)	®	Logo (No generic descriptor required)
CLiÉ Files	™	computer software
CLiÉ Launcher	™	computer software
CLiÉ Memo	™	computer software
Clip Link	™	feature (video editing)
Clip Motion	™	feature (digital still camera)
ClipEdit	™	software (professional broadcast)

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Trademark	Label	Generic Product Descriptor
ClipMaster	TM	software
ClipServer	TM	software (professional)
Color Equalizer	TM	Feature (high definition camcorder)
Color Pure Filter	TM	circuitry (television)
COMBO COMBO COMBO	TM	Slogan (no generic descriptor required)
COMMERCIAL PASS	®	VCR
Compact Vault	TM	hard disc drive
Completing the Picture	TM	Slogan (no generic descriptor required)
Concenter	TM	Audio server unit
Conductor	TM	software (educational)
CONFER - CORDER	®	Dictating machine
CONNECT	SM	Service
CONNECT	SM	Service
CONNECT	TM	Software
CONNECT & CREATE	®	Camcorder
CONNECT & CREATE	®	Computer
CONNECT & CREATE	®	Digital still camera
CONNECT & CREATE	®	Digital voice recorder
CONNECT & CREATE and Design	®	Device
CONNECT CASH	TM	Cards
CONNECT MOVIE	SM	Service
CONNECT MOVIE	SM	Service
Contact	TM	video conference system
Core	TM	product (personal audio)
Corporate Audio	TM	speakers (computers)
Cradle Audio	TM	audio system
CREATION VIEW	®	DVD recorder
CRVdisc	TM	player/recorder, video disc, remote control unit
Custom File	TM	function (CD player)
Custom Index	TM	function (CD player)

<b>Trademark</b>	<b>Label</b>	<b>Generic Product Descriptor</b>
Cybercapture	®	hard disc drives, digital cameras, video cameras, audio players
Cyberframe	TM	display (digital photo frame)
Cyber-shot	®	Cameras
Cyber-shot Pro	TM	digital still camera (professional)
Cyber-shot Station	TM	cradle
D8	TM	tape
Data Media (logo)	TM	Logo (No generic descriptor required)
DBSS	TM	Speaker system
DDE	TM	technology (image processing)
DDL	TM	tape
DEFINING THE DIGITAL FUTURE	®	Slogan (no generic descriptor required)
Delta T	TM	video recorder
DeluxePro	TM	display (computers)
DEPA	TM	Security camera
DESIGNED FOR HUMAN		
PERFORMANCE		
DIAT	TM	Slogan (no generic descriptor required)
Digital 8	TM	transmitter, receiver (Digital Infrared Audio Transmission)
Digital Cinema Sound	®	tape
Digital Dream Kids	TM	sound processing
Digital Dynamic Convergence	TM	products
Digital FlexRes	TM	circuitry, control (computer displays)
Digital Gate	TM	chip-set (computer displays)
Digital Living System	TM	server (computer)
DIGITAL MASTER	®	Tape
Digital Monitor Series	TM	headphones
Digital Network Recorder	TM	hard disc recorder
Digital PCLink (logo)	TM	Logo (No generic descriptor required)
Digital Pixel Generator	TM	technology, feature (televisions)
Digital Signal Transfer	TM	system (audio)
Digital Sketch	TM	effects, feature (digital video)

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Trademark	Label	Generic Product Descriptor
Digital Sync	TM	circuitry (CD player)
Digital. Powerful. Transportable.	TM	Slogan (no generic descriptor required)
Direct Access	TM	feature (HiFi receivers)
Direct Tuning	TM	feature (digital satellite system)
Disc Memo	TM	function (CD player)
Disk B-Roll	TM	system (video editing)
Display Mouse	TM	joystick
Disturb the Peace	TM	Slogan (no generic descriptor required)
DJ Bank	TM	disc drive, receiver
DME LINK	TM	memory system (video switcher)
Double Feature	TM	television
Drag & Drive	TM	personal audio players
DREAM MACHINE	®	Clock radio
DSO Plus	TM	car audio systems
DSO+	TM	car audio system
DSO-3D	TM	car audio system
Dual Adjust Head	TM	feature (car stereo)
Dual Discrete	TM	mechanism (DVD)
Dual Room Link Control	TM	remote control, receiver (audio systems)
Duality	TM	function (video editing systems)
DVCAM	TM	videotape, player, video camera
DVD DIRECT Design	TM	Logo (No generic descriptor required)
DVD DREAM	®	DVD player
DVD Navigator	TM	remote control (DVD player)
DVDirect	®	DVD recorder
DVDIRECT Logo	®	Logo (No generic descriptor required)
DVDMail	TM	envelopes
DVgate	TM	computer software
Dvgate Plus	TM	computer software
D-Voyage	TM	DVD player

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Trademark	Label	Generic Product Descriptor
D-WAVE	TM	Cellular telephones
DYNABLACK	®	Televisions
DynaClear Screen Logo	TM	Logo (No generic descriptor required)
DynaFit	TM	video camera (professional)
DynaLatitude	TM	function (digital video camera)
Dynamic CMOS TECHNOLOGY	TM	feature
Dynamic Color	TM	circuitry (television)
Dynamic Focus	TM	circuitry (television)
Dynamic Picture	TM	circuitry (television)
Dynamic Receiver	TM	headphones
DynaView	TM	feature, function (surveillance camera)
e-conference (logo)	TM	Logo (No generic descriptor required)
ED Beta	TM	video product
Edit Monitor	TM	feature (VCR)
Edit Search	TM	feature (camcorders)
ELEMENTS OF STYLE	®	Headphones
Elliptical Correction System	TM	technology (CRT)
eMarker	TM	recorder/player
Enhanced Elliptical Correction System	TM	technology (CRT)
Enhanced Imaging Processor (Logo)	TM	video cameras, circuit
EQ lite	TM	car audio system
EQ3 Parametric	TM	car audio system
Ergo-Angle	TM	screen (display monitor)
ERGOBRIGHT	TM	Feature
ERGOSTAND	TM	Monitor
eServicesPLUS	SM	service (broadcast & professional)
ESOLOIST	TM	System
ESP	TM	feature (CD players)
ESP MAX	TM	feature (CD players)
EssenceMark	TM	video cameras



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Trademark	Label	Generic Product Descriptor
ETHICS IN ACTION	®	Slogan (no generic descriptor required)
Evaticle	™	coating (video tape)
eVilla	™	Internet access device
EXDB	™	Speaker system
EXMOR	™	CMOS sensor
Express Navigator	™	on-screen menu, remote control (television)
Express Support	SM	service (satellite television systems)
Extralloy	™	particles (audio cassette tapes)
Extreme Editing	™	Slogan (no generic descriptor required)
EZ VIDEO	®	Software
EZ AUDIO	®	Software
EZ EDITOR	®	Kit
EZ Memories	™	photo editing kit
Ezfit	™	ear piece (telephone)
EZFIX	®	Service
EZ-Flip	™	remote control (television)
F2B	™	DVD recorder/burner
Face Detection (logo)	™	No generic product descriptor needed.
FETech	™	monitors (business and professional)
FLASH FOCUS	®	Feature
For The Kids	™	charity program
Forget-to-Set	™	telephone
Fortelion	™	batteries
Freedom of Choice. Power of Innovation	™	Slogan (no generic descriptor required)
Freedom to Burn DVDs	™	DVD recorder/burner
Freedom to Burn DVDs Without a		
Computer	™	Slogan (no generic descriptor required)
FREQ	®	Audio cassette player
GAME SYNC	®	Stereo system

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Trademark	Label	Generic Product Descriptor
G-Brace	TM	technology (home audio/video)
G-Chassis	TM	amplifiers
Get A Grip	TM	Slogan (no generic descriptor required)
Get It Backwards	TM	Slogan (no generic descriptor required)
Giga Juke	TM	portable digital audio player
Giga Panel	TM	personal audio players
GIGA POCKET	®	software
GIGA VAULT	®	hard disk drive
GIGAMO	TM	discs
GOLDPLUS	®	Service
G-Protection	TM	technology (portable audio)
Grand WEGA	TM	television
Graphic Picture Enhancement	TM	feature (computer display)
Great Products Great People	TM	Slogan (no generic descriptor required)
G-Sensor	TM	feature
G-Station	TM	system (mini bookshelf systems)
GVIF (Gigabit Video Interface)	TM	technology (computers)
GXL	TM	projectors
Handheld Engine	TM	application, central processing unit (PC, handheld)
Handycam	®	camcorder
Handycam Pro	TM	camcorders
Handycam Station	TM	cradle
HARVEY RAYMOND	®	Service
HD CODEC ENGINE	TM	Feature (video camera)
HD Detailer	TM	video amplifier
HD Select	TM	Frequent buyer program (professional broadcast products)
HDCAM	TM	video tape recorder/player; tapes
HDCAM (logo)	TM	Logo (No generic descriptor required)
HDCAM SR	TM	video tape recorder/player; tapes
HDCAM SR (logo)	®	Logo (No generic descriptor required)
HDTV (logo)	TM	Logo (No generic descriptor required)

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Trademark	Label	Generic Product Descriptor
HDV	TM	video cameras
HDXCHANGE	TM	Hardware
HDXCHANGE	TM	Software
HF High Fidelity	TM	tape (audio)
HG 0%	TM	batteries
Hi8	TM	tape, recorder (video)
Hi8 Editor	TM	tape (professional video)
Hi-Band	TM	recorder
HiDensity	TM	technology
Hi-eye Q	TM	imaging system (medical)
High Density Linear Converter	TM	function (CD player)
Hi-MD	®	media, recorder
Hi-Packing	TM	technology (video)
HI-SCAN	®	Televisions
Hi-Scan 1080I	TM	technology (television)
Hologram AF	TM	function (digital still camera, video camera)
Home Entertainment Universe	TM	Slogan (no generic descriptor required)
Hyper Metal	TM	mechanism (tape)
i.LINK	®	
iCY-shot	TM	digital still camera (medical)
IDO (Integrated Duplication Operations)	TM	software, card, monitor, cables, computers
IMAGE IS EVERYTHING	®	Slogan (no generic descriptor required)
IMAGEPORT	TM	feature
Imagestation	®	Service
Imagestation Express	TM	software
IMAGESTATION.COM and Design	®	Service
Imagine That	TM	learning system
Infostick	TM	media, integrated circuit
Innovation At Work	TM	Slogan (no generic descriptor required)
INSIDE E-TRACK	®	Newsletter

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Trademark	Label	Generic Product Descriptor
INSIDE TRACK	®	Newsletter
Instant Mode	™	software
Integrated System Commander	™	remote control (television)
Intelligent Dialer	™	function (telephone)
Intelligent Picture	™	feature (television)
Intelligent Time-Alignment	™	car audio system
Intelliight	™	monitor, software
IPELA	™	network camera, control system, service
IS Design	®	Logo (No generic descriptor required)
ISARA	®	Master control switcher
ISX	™	Software (Imagestation)
It's all about U	™	Slogan (no generic descriptor required)
IVE	™	technology
Jfutura	™	interface toolkit
JJTRON	™	display
Jog Dial	™	control, switch, utility (computers / CLIÉ)
LANBacker	™	tape streamer
LCD WEGA	™	television
LEARN FROM THE LEADERS	®	Slogan (no generic descriptor required)
LightSensor	™	feature (television)
like.no.other	™	Slogan (no generic descriptor required)
LIV	®	Clock radio
LIV Stylized	®	Clock radio
LIV Stylized	™	Logo (No generic descriptor required)
Live Color Creation	™	feature (televisions)
Locationfree Design (Logo)	®	Logo (No generic descriptor required)
LocationFree Player	®	software
LOCATIONFREE Stylized Design	™	Logo (No generic descriptor required)
LOCATIONFREETV Stylized Design	™	Logo (No generic descriptor required)
LUMA	™	video monitors (professional)

Trademark	Label	Generic Product Descriptor
Macro Storage Through Patented Micro Technology	TM	Slogan (no generic descriptor required)
Maestro	TM	software (educational systems)
Magic Box	TM	stereo system (car audio)
Magic Box (logo)	TM	Logo (No generic descriptor required)
MagicGate Type R	TM	technology, format
Make the Internet Yours	TM	Slogan (no generic descriptor required)
Making Business Pleasure	TM	Slogan (no generic descriptor required)
MAKING YOUR ENTERTAINMENT MORE REWARDING		
Marine Pack	TM	Slogan (no generic descriptor required)
Matrix Sound	TM	case (video camera / VTR)
Matrix Surround	TM	system (television)
Mavica	TM	television console
MAX TV	TM	photo printer
Max-8	TM	Slogan (no generic descriptor required)
Maximum Television	TM	video camera, recorder
Maximum TV	TM	home theater system
M-Crew Server	TM	home theater system
MD Link Plus	TM	software
MD View	TM	remote control interface
Media Communicator	TM	disc, disc drive, recorder/player
Media Park	TM	software (component audio systems)
MEDIA SUITE	SM	software
MEDIA SUITE Design	TM	Service
Media Venue	TM	Logo (No generic descriptor required)
Media Window	TM	server
Medical Electronics "CADUCEUS"	TM	guide
Design	TM	monitoring equipment (medical)
MEGA BASS	®	Radio cassette players

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Trademark	Label	Generic Product Descriptor
MEGA WATCHMAN	®	Televisions
Mekdia Forum	™	tape
Memory Match Ringing	™	feature (telephone)
Memory Stick	®	media
Memory Stick Duo	™	storage media, memory card, format
Memory Stick Export	™	application, program, software
Memory Stick Import	™	application, program, software
Memory Stick PRO	™	storage media, memory card, format
Memory Stick PRO Duo	™	storage media, memory card, format
Menu Disc	™	remote control
MenuNav	™	remote control (DVD player)
Metreon	SM	entertainment center/service, amusement arcade
Micro Vault	®	USB storage drive
Micro Vault EX	™	Memory device, storage media
Micro Vault Virtual Expander	™	software
Microfocus	™	lens, cathode ray tube (television)
MID (logo)	™	Logo (No generic descriptor required)
MiniDisc (logo)	™	Logo (No generic descriptor required)
Mirrorblack	™	television screen
MIX MANAGER	™	Software
MMstation	®	software (professional broadcast)
MOBILE DVD DREAM SYSTEM	®	No generic product descriptor needed.
MobilePort	™	technology (computer monitor)
Moisture Guard	™	feature (headphones)
More. In Every Sense.	™	Slogan (no generic descriptor required)
MOTION BLADE	®	car audio system
Motion Eye	®	Cameras
MotionFlow Logo	™	No generic product descriptor needed.
Movie Time	™	recorder/player (video)
MPEG IMX'	®	format
MPEG2 R-Engine	™	integrated circuits

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Trademark	Label	Generic Product Descriptor
Multi-Channel Access	TM	feature (telephone)
MULTISCAN	®	Monitor
MUSIC CLUB and Design	®	Service
MUSIC MARKER	®	Feature
Musicclub (logo)	TM	Logo (No generic descriptor required)
Musicruise	TM	function (PDA)
Muteki	TM	Boom Box
My Life Online	TM	Slogan (no generic descriptor required)
My Sony	SM	service, program (online entertainment rewards)
My Sony (logo)	TM	Logo (No generic descriptor required)
mylo	TM	Device
mylo	SM	Service
MYLO Stylized	TM	Logo (No generic descriptor required)
NAVITUS	®	Remote control
NAV-U	TM	Portable navigation device
Network Walkman	TM	player
Newsbase	TM	production system, software (broadcasting)
NewsCache	TM	system (audio/video server)
Nexelion	TM	batteries
Nexion	TM	batteries
NightShot	®	feature
No One Can Duplicate Us	TM	Slogan (no generic descriptor required)
NO POWER NO PROBLEM	TM	Slogan (no generic descriptor required)
Nothing Escapes Us	TM	Slogan (no generic descriptor required)
OctaStation 2.4	TM	telephone
ONE BOX ONE SYSTEM ON UNBELIEVABLE MOBILE EXPERIENCE	®	Slogan (no generic descriptor required)
ONE BOX, ONE SYSTEM, ONE SIMPLE SET-UP, ONE UNBELIEVABLE EXPERIENCE	®	DVD system

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Trademark	Label	Generic Product Descriptor
ON-TIME SUPPORT	®	Extended warranty service
OpenMG	™	technology, jukebox, software
OpenMG X	™	technology, system (digital rights management)
Optical Express	™	drive
OPTIMIZE YOUR OPERATIONS	™	Slogan (no generic descriptor required)
Opus	™	system (educational)
OUR MEDIA IS YOUR MEMORY	®	Slogan (no generic descriptor required)
PanFocus	™	technology (television)
PartsPLUS	SM	service (broadcast and professional customers)
PASSAGE and Design	®	Computer hardware and software
PC CAM	™	video camera (computer)
PC GATE	™	Feature (audio players)
PCBacker	™	tape drive
PD (Professional Disc) (logo)	™	Logo (No generic descriptor required)
PD Professional Disc DATA (logo)	™	Logo (No generic descriptor required)
PDSR	™	Audio compression technology
Pen Tablet (logo)	™	Logo (No generic descriptor required)
Perception Engine	™	Technology (Personal authentication)
PermaGloss	™	photo books
Personal	™	LCD projector
Personal Technology Experience	™	Slogan (no generic descriptor required)
PETA SITE Logo	™	Logo (No generic descriptor required)
Phaseshift	™	tapes
Photo Vault	™	CD burner
Photoegg	™	printer
Picture Package (logo)	®	software (digital cameras, camcorders)
Picture Paradise	™	Slogan (no generic descriptor required)
Picture Profile	™	High definition camcorder
PICTUREBOOK	®	Computer
PictureGear	™	software



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PictureGear Studio	TM	software
PicturePark	TM	recorder/player
PictureStation	TM	digital photo-finishing system
PictureToy	TM	software
PIX2TV Design	TM	Logo (No generic descriptor required)
Pixtune	TM	televisions
PJ PROJECTS!	®	Software
PJNET!	®	Software
PLACESHIFT	TM	software
Plasma WEGA	TM	flat panel television
PLASMAPRO	TM	Monitor
PLATINUM PLUS	®	Service
PLATO	TM	Device
PLATO	SM	Service
PLATO Design	TM	Logo (No generic descriptor required)
Playlist Builder	TM	software
Plug and Present	TM	display monitor
POINT RUNNER and Design	TM	Logo (No generic descriptor required)
Polymer Card	TM	batteries
Power Cinema	TM	VCR
Power HAD	TM	video camera (professional)
Power HAD WS	TM	chip (professional video cameras)
Power Tools for Power Content	TM	Slogan (no generic descriptor required)
Power-Burn	TM	technology (CD/DVD drives)
POWERFUL FOR WORK, PORTABLE		
FOR PLAY.	®	Slogan (no generic descriptor required)
Precision Cinema Progressive	TM	Feature
Precision Drive	TM	system (DVD drive)
Premiere	SM	service (high-end video products)
PremierPro	TM	display (computer)

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Trademark	Label	Generic Product Descriptor
Prestige	TM	video conference system
PRO 8	TM	video camera, recorder
Pro DAT Plus	TM	cassette tape (audio)
Professional Disc	TM	format, optical media (XDCAM)
Professional Disc for Data	TM	format, optical media (XDCAM)
Program Palette	TM	feature (television)
Projector Station	TM	software (projectors)
PROMATTE	TM	photographic paper
Pro-Optic	TM	television
PROSOUND	®	Cordless phones.
Proven Storage in a Small Format	TM	Slogan (no generic descriptor required)
PSYC	®	stereo
Pyxis	TM	satellite tracking system (GPS)
Qbric	TM	audio system, components
QIC (logo)	TM	Logo (No generic descriptor required)
QRIO	TM	entertainment robot
QS 2.4 (logo)	TM	Logo (No generic descriptor required)
QSDI	TM	editing equipment (professional video)
QUADRASTATION 2.4	®	Telephones
Qualia	®	consumer electronics products
Quick Browser	TM	audio players
Quick Start	TM	feature (laser disc system)
QUICKSET	®	Component
Rapid Access	TM	system (VCR)
ReadyCharge	TM	battery charger (camcorder)
Real Imaging Processor	®	circuit (digital camera)
Reality Regenerator	TM	feature (video cassette recorder)
Real-Time Storage Workhorse	TM	Slogan (no generic descriptor required)
REALVIEW	TM	LCD panel
REDEFINITION TELEVISION	®	Televisions

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Trademark	Label	Generic Product Descriptor
Reflect What You Expect	™	Slogan (no generic descriptor required)
Remote Commander	®	control unit
Repeat Learning System (logo)	®	Logo (No generic descriptor required)
RETRIEVE IT - DON'T RECREATE IT.		
and Design	®	Slogan (no generic descriptor required)
REWARDING RECORDING	®	Program
REWARDS MADE TO ORDER	®	Slogan (no generic descriptor required)
RITE	™	interface, switcher
RoomLink	™	network media receiver
Rotary Commander	®	remote control unit (car audio)
ROUGH CUT	™	Storage system
RUVI	™	camera
S GUARD	™	Feature (DVD discs)
S2	®	Personal audio products
S2 Sports	®	portable audio products
S2 SPORTS (logo)	®	Logo (No generic descriptor required)
SACD (logo)	™	No generic product descriptor needed.
SAIT (logo)	™	Logo (No generic descriptor required)
SBM	®	digital processor (super bit mapping circuitry)
Scene Shuffle	™	feature (camcorder)
Scoopman	®	recorders, players, tapes (digital audio)
Screenblast	®	entertainment service
SCROLLING CHANNEL INDEX	®	Hardware
SCROLLING CHANNEL INDEX	®	Software
SD (logo)	™	Logo (No generic descriptor required)
SecondOpinion	SM	service
Select	™	systems (professional video systems)
SELFSET	®	VCR
SERVICESPLUS	SM	Service
Servo Stabilizer	™	circuit (CD players)

## SEL / Sony Corp. Trademark List

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Trademark	Label	Generic Product Descriptor
SetUp Log	TM	function (digital video cameras)
SetUp Navi	TM	function (digital video cameras)
sface	TM	DVD recorder
S-Force (logo)	®	No generic product descriptor needed.
Shigei	TM	television stand
Shot Box	®	video switcher, generator
Shot Transition	TM	video cameras
Side Shot	®	feature (projector)
SiteLink	TM	software (broadcast)
SlimDock	TM	docking station (computers)
Smart Control	®	feature, technology (video cameras)
Smart Label	TM	feature (video recorder)
Smart Zoom	®	feature (digital camera)
SmartDome	TM	video camera (security systems)
SmartFile	®	indexing system (video recorder)
SmartProjector	TM	LCD projector
SMART-START	TM	Bundle
SMART-START	TM	Digital camera
S-Master	®	digital amplifier (home theater systems)
SmoothScan	®	feature, mode (DVD/VCR players)
SmoothScreen	TM	feature (television)
Snap Lab	TM	printer
Snap Shot	TM	feature (television)
Snoozinator	TM	feature (clock radio)
SOFTWARE PLUS	®	Service
Solar Window	TM	panel (camcorders)
SOLOIST	®	Software
So-net	®	Internet access service
So-net (logo)	®	Logo (No generic descriptor required)
SONIC TRUTH	®	Slogan (no generic descriptor required)

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Trademark	Label	Generic Product Descriptor
SonicFlow	TM	computer software
SonicStage	®	computer software
Sony	®	Logo (No generic descriptor required)
Sony Card	SM	service (credit card)
Sony Express	®	stereo (car audio)
Sony Graphics (logo)	TM	Logo (No generic descriptor required)
Sony Mobile (logo)	®	Logo (No generic descriptor required)
Sony Module Express	®	service (professional audio/video)
Sony Open in Hawaii (logo)	®	Logo (No generic descriptor required)
Sony Style	®	magazine
Sony Style	®	online service, store
Sony Style Connect	SM	service (ISP)
Sony Wonder	®	tapes
Sony Wonder	®	technology exhibits
Sony-Matic	®	dictating machine
Sound Reality	TM	chips
Sound-Sensor	TM	feature (baby monitoring products)
SOURCENET	SM	Service
Spec Pro	TM	software
Special Cleaning Mechanism (logo)	®	Logo (No generic descriptor required)
SPECL	TM	semiconductors
SpectaPix	TM	digital color printers, printing paper, ink ribbons
SpectaProof	®	digital color printers, printing paper, ink ribbons
Speed Surf	TM	feature (televisions)
SPIAR	®	loudspeakers
SPIAR (logo)	TM	Logo (No generic descriptor required)
Sport MDR	TM	headphones
Sports (logo)	®	No generic product descriptor needed.
SportsBand	TM	radio
Sportsfinder	TM	lens (camcorder)
Sportspack	®	neoprene belt (personal stereo products)

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Trademark	Label	Generic Product Descriptor
Spressa	TM	CD-ROM drive
Sprinter	®	videotapes, video duplicator
SSD (logo)	TM	No generic product descriptor needed.
S-TACT	®	semiconductors, generator (CD players)
Stamina	TM	battery
Stamina (logo)	®	No generic product descriptor needed.
STAMINA PLATINUM	®	Battery
Station Memo	TM	feature (hi-fi tuner, receiver)
STEADY SOUND	®	Televisions
SteadyShot	®	image stabilizer (camcorder)
SteadySound	TM	shock protection (CD players)
Storage by Sony	TM	Slogan (no generic descriptor required)
Storage Rewards	TM	rewards program (data storage)
Storage Sales Rewards	TM	rewards program (data storage)
Storage Solutions for Every Business		
Landscape	TM	Slogan (no generic descriptor required)
StoreManager	TM	software (broadcast)
STORSTATION	®	Drive
Straptenna	TM	antenna
Streamphone	TM	telephones
Street Style	®	headphones
Study Wave	TM	software (educational)
StylePro	TM	computer display, monitor
Super Audio CD (logo)	®	Logo (No generic descriptor required)
Super Betamovie	TM	video camera
Super Bias	TM	circuitry (video recorder)
Super Bit Mapping	®	digital processor
Super Coat 2	TM	technology (photo paper)
Super Data	TM	projector
Super Fine Pitch	TM	technology, feature (television)

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Trademark	Label	Generic Product Descriptor
Super HAD	TM	sensor (video camera)
Super Head Cleaner	TM	feature (digital data storage drive)
Super Hi-Band	TM	recorder, player
SuperBeta	®	VCR
SuperBeta Hi-Fi	TM	VCR
SuperBetamax	TM	VCR
SuperBright	TM	projector
Superbrix	TM	electron gun
SUPERLITE	®	LCD projector
Supersite	TM	videoconferencing system
SuperSlim	TM	monitors (business and professional)
SuperSlim Pro	TM	computer
SUPERSMART	TM	LCD projector
SUPERSTATION	®	Tape drive
SupportNET	SM	repair service (professional audio/video)
Supremas	®	discs
Swing Search	TM	feature, component (video tape recorder)
SwivelScreen	TM	display screen (camcorder); display monitor
Sxnet	TM	editing system (professional)
SXRD	®	technology, video projector, projection television
SXRD - THE FULL POWER OF HD	TM	Slogan (no generic descriptor required)
SXRD (logo)	®	No generic product descriptor needed.
Symphony	®	language learning system (educational)
Synchro Edit	TM	function, feature (camcorder)
System G	TM	digital effects generator
SystemAlert	TM	monitoring system (broadcast systems)
SYSTEMWATCH	®	Service
Tab Marker Indexing System	TM	feature (VCR)
Tape Guide	TM	feature (VCR)
Tapis	TM	Printer cartridges

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Trademark	Label	Generic Product Descriptor
TechnoLook (logo)	™	Logo (No generic descriptor required)
TechPort	™	Newsletter
Tele Plus	™	campaign (broadcast and professional products)
Telecommunications (logo)	™	Logo (No generic descriptor required)
Tele-File	®	system, application (flash memory)
Telepix	™	transmitter, receiver (security system)
TF (Tele-File logo)	®	system, application (flash memory)
The Art of the Image	™	Slogan (no generic descriptor required)
The Big Screen For Small Rooms	™	Slogan (no generic descriptor required)
The Definition of Definition	™	Slogan (no generic descriptor required)
The Image, Pure and Simple	™	Slogan (no generic descriptor required)
The Leader in Digital Audio	™	Slogan (no generic descriptor required)
The Leader in Digital Technology	™	Slogan (no generic descriptor required)
The Leader in Optical Disc	™	Slogan (no generic descriptor required)
THE NEW WAY OF BUSINESS	™	Slogan (no generic descriptor required)
THE OFFICIAL CURRENCY OF PLAYTIME	™	Slogan (no generic descriptor required)
The Proof is In the Match	®	Credit card service
The Repeater	™	Slogan (no generic descriptor required)
The Sony Partnership	®	language learning system (educational)
The Tape With A Brain	®	service (video equipment)
The Values That Unite Us	™	Slogan (no generic descriptor required)
THE WORLD'S FIRST TELEVISION FOR MEN AND WOMEN	™	Slogan (no generic descriptor required)
Theatre Sync	™	Slogan (no generic descriptor required)
There's A Story Behind Every Image	™	technology
Touch Pad Commander	™	Slogan (no generic descriptor required)
TrakCam	™	remote controller
Trilogy	™	video camera (videoconference system)
TRILUMINOS	™	videoconferencing system
	®	televisions



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Trademark	Label	Generic Product Descriptor
Trimaster	TM	LCD monitor
Trinicom	TM	videoconferencing system
Trinicom (logo)	®	No generic product descriptor needed.
Trini-lite	®	picture tubes (television)
Trinitone	®	feature, switch (television)
Trinitron	®	television, monitor
TRIPLE X PROGRAM	®	Service
TruEye	TM	feature (digital camcorders)
TruFast	TM	photo printer
Turbo	®	circuitry (headphones, earphones)
Turbo Gain	®	component (professional video cameras)
Twin Charge	TM	battery system (telephones)
Twin Turbo	TM	audio cassette tapes
Twin-View	TM	feature (televisions)
UBS UNIFORM BRIGHTNESS SCREEN		
Stylized	TM	Logo (No generic descriptor required)
U-ceiver	®	radios
Ultimate Color and Sound	TM	Slogan (no generic descriptor required)
ULTRA PERSONAL	®	LCD projector
U-matic	®	tapes, recorder
UniDome	TM	security camera
UNIFORM BRIGHTNESS SCREEN	®	Feature
UniLink	TM	interface, changer, remote control
UNIMATCH	®	Clock radio
UNIPAK	®	Security camera
UNIPAK	®	Surveillance camera
Upgrade Your Image	TM	Slogan (no generic descriptor required)
USB Direct Connect	TM	software (ImageStation)
U-Scan	TM	feature (VCR)
UVWT	®	videotapes (professional)

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Trademark	Label	Generic Product Descriptor
UX Turbo	TM	audio cassette
V	®	videotape cassette
V (logo)	®	Logo (No generic descriptor required)
VAIO	®	Computer
VAIO Care	TM	service
VAIO Compo	TM	computer, computer peripherals
VAIO DIGITAL STUDIO	®	Personal computer
VAIO Media	TM	software
VAIO Media Console	TM	software
VAIO Media Music Server	TM	software
VAIO Media Photo Server	TM	software
VAIO Media Video Server	TM	software
VAIO Select	TM	computer peripherals, accessories, software
VAIO SLIMTOP	®	Personal computer
VAIO Smart	TM	keyboard
VAIO Smart Protection	TM	laptop computer bag
VAIO Sphere	TM	software
VAIO World	TM	computer, computer peripherals
VAIO Zone	®	chips
VCR Mouse	®	remote controller
Vegas	®	software
Vialta	®	telecine machine, circuit board
Video 8	®	8mm video product
Video Hi8	TM	recorder, player
Video Memo	TM	editing controller
Video Printpack	TM	paper
Video Walkman	TM	player, recorder
Video2DVD	SM	video transfer service
VIDEO2DVD and Design	®	Logo (No generic descriptor required)
Video2PC	SM	video transfer service
VIDEO2PC and Design	®	Logo (No generic descriptor required)

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Trademark	Label	Generic Product Descriptor
Video2Pix	®	video transfer service
VIDEO2PIX and Design	®	Logo (No generic descriptor required)
Videograph	™	recorder
Videopress	®	software
Videoscope	®	projection television
VIDEOSTORE	®	Video file server
Vigent	™	Digital processor (video cameras)
Virtual Phones (Stylized logo)	®	No generic product descriptor needed.
VIRTUOSO	™	Software
VisualFlow	™	software
Vivax	®	magnetic powder (magnetic tape)
Vizaro	™	editing system, encoding/decoding system
VOCALIST	®	Software
Voice Balloon	™	recorder
Voice Boost	™	audio enhancement
Voice File	™	recorder
Voice Up		
Volt Gate		
VSPEC		
W.A.T.		
w.ear		
Walkman	™	AC adapters
Walkman (logo)	™	LCD panels, LCD television
Walkman Bean	®	Feature
Walkman Core	™	headphone
Walkman Rolly	®	player, portable stereo
WALLSTATION	®	Logo (No generic descriptor required)
WatchCam	™	player
WatchCorder	™	player
WATCHMAN	™	digital audio player
WatchSensor	™	Device
	®	system (surveillance systems)
	™	video recorder
	®	Micro television
	™	system (surveillance systems)

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Trademark	Label	Generic Product Descriptor
WAV Link	TM	software
WAVEHAWK Stylized	TM	Logo (No generic descriptor required)
WEGA	®	television
WEGA (logo)	®	Logo (No generic descriptor required)
WEGA Engine	®	television
Wfine	TM	CCD
When the Data Really Matters.	TM	Slogan (no generic descriptor required)
Where the Customer Is The One and Only	TM	Slogan (no generic descriptor required)
Where The Music Takes You	TM	Slogan (no generic descriptor required)
WISP.EAR	®	Telephone headset
Workgroup	TM	videoconferencing system
WorkStation	TM	videoconferencing system
World Band Radio	®	radio
World Band Receiver	TM	radio
WORRY FREE	®	Camcorder
Worry Free Recording	TM	feature (camcorder)
WORRYFREEEDIGITAL	TM	Slogan (no generic descriptor required)
Write 'n Swipe	TM	label
X DSP	TM	car audio system
x.v. Color	TM	technology
X-Application	TM	system
XBR	®	television
XBR	TM	video cassette tapes
XBR (logo)	TM	Logo (No generic descriptor required)
XBR2	®	television
XBRITE	TM	display, LCD
Xbrite Hi-Color	TM	feature
XBRITE-ECO	TM	feature
XDCAM	®	professional optical disc products
XDCAM (logo)	TM	Logo (No generic descriptor required)

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Trademark	Label	Generic Product Descriptor
X-DJ	TM	software
XES logo	TM	logo (personal audio players)
X-PICT STORY	TM	system
Xplod	®	Speakers
XPLÖD (logo)	®	Logo (No generic descriptor required)
Xplod stream	TM	audio players
XPRI	®	system (video editing system)
XPRI Clip	TM	system (audio/video editing)
XPRI MetaStation	TM	technology (video editing system)
XPRI MobileStation	TM	technology (video editing system)
xross media bar	®	technology
X-tal Lock	TM	receiver (car audio)
XTRA CREDITS	TM	loyalty program (educational systems)
XWIDE	TM	computer
XY'Z	TM	network camera, control system, service
YOUR DIGITAL KEY TO INFORMATION	TM	Slogan (no generic descriptor required)
Zero Footprint Design	TM	display
Zero Lux Shot	TM	feature (video camera)
ZIRIS	TM	software
Zoomeye	®	lens (video camera)