

## Copyright and Trademark Statements

### Approved Copyright and Trademark Statements

#### Copyright

##### Preferred:

© 2010, 2011 Sunovion Pharmaceuticals Inc.  
All rights reserved.

##### If space constraints:

© 2010, 2011 Sunovion Pharmaceuticals Inc.

##### Or, placed near the Manufacturer Statement:

© 2010, 2011

#### Trademark

*When a product name, not licensed by Sunovion, appears with register mark ®:*

[Product Name] is a registered trademark of [Company Name] and is used with permission.

*When a product name, not licensed by Sunovion, appears with trademark ™:*

[Product Name] is a trademark of [Company Name] and is used with permission.

### Design Guidelines for Copyright and Trademark Statements

**Font family** Helvetica Neue Std.

**Font weight** Light.

*If space constraints:* Light Condensed.

#### Font size

6–9 point suggested. Panel size dependent.

#### Relational size

Font size must be same as font size of Manufacturer and Customer Contact Statements.

#### Placement

Left side panel (see Preferred Order of Left Side Panel Text).

*Spacing between lines (leading):* Baseline to baseline spacing between lines will be 110–120% of font size.

*Spacing between paragraphs (paragraph leading):* Baseline to baseline spacing between paragraphs will be 150–200% of font size.

*Alignment:* Left aligned.

#### Margins

Margins from all edges of carton panels must range from 1/8" (3 mm; 9 points) to 1/4" (6 mm; 18 points).

**Color** *Light background color:* Black.

*Dark background color:* Reverse to white.  
Font weight should change to Medium.

#### Preferred Order of Left Side Panel Text

- 1) Manufacturer Statements
- 2) Copyright and Trademark Statements
- 3) Customer Contact Statement

*Paragraph treatment:* Copyright and Trademark Statements, as well as each Left Side Panel Text category, should be a separate paragraph.

*continues next page*

## Copyright and Trademark Statements

### **Reference**

For trademark information, see 21 CFR Section 201.1 (h)(4): Drugs; name and place of business of manufacturer, packer, or distributor.

For copyright information, see 37 CFR Section 201.20: Methods of affixation and positions of the copyright notice on various types of works.

### **Guidance for determining or changing copyright date**

Generally, copyright date is determined based on Sunovion's best estimate on piece "publication" date. This is the date the piece is distributed to the general public/consumer; typically this occurs when the piece arrives with the wholesaler or fulfillment center.

For existing packaging and labeling components:

*Minor changes:* No change or addition to copyright dates.

*Medium changes* (relevant but not significant changes): Add copyright date to those existing.

*Major changes* (new or significantly different label): Remove copyright date(s) and insert new date.