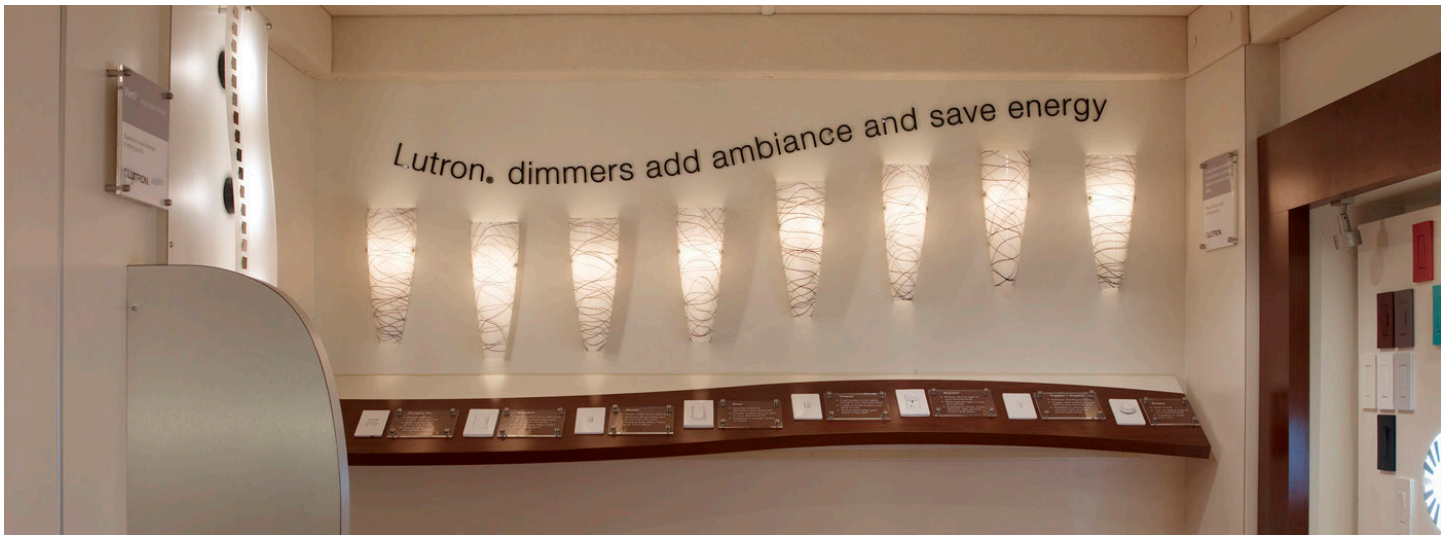


Lutron Electronics Co., Inc. Trademark Style Guide

United States version





Introduction to the Lutron Trademark Style Guide

The Lutron Trademark style guide is a tool used to ensure that Lutron's trademarks are being properly represented with regard to Lutron products, product literature and any other related product references. Due to the ever changing product lineups, this style guide should be reviewed regularly to be certain that the proper trademarks are being identified. In addition to providing the list of registered and common law trademarks in the United States, set out below are guidelines for how to properly use Lutron trademarks.

Lutron's trademarks, trade names and trade dress are valuable assets. In following these guidelines, you help us protect our valuable trademark rights and strengthen our corporate and brand identities. By using a Lutron trademark, in whole or in part, you are acknowledging that Lutron is the sole owner of the trademark and promising that you will not interfere with Lutron's rights in the trademark, including challenging Lutron's use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any Lutron trademark. The goodwill derived from using any part of a Lutron trademark exclusively inures to the benefit of and belongs to Lutron. Except for limited rights to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

What is a Trademark?

A trademark is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes our goods from those of another.

A service mark is the same as a trademark, except that it identifies and distinguishes the source of a service rather than a product.

Proper Use Guidelines for Trademarks

Please follow the below guidelines when using any of Lutron's trademarks.

- i) Always use a trademark as an adjective modifying a noun
Correct: Buy a Lutron Lumea dimmer.
Incorrect: Buy a Lumea.
- ii) Do not hyphenate trademarks
Correct: Maestro Wireless
Incorrect: Maestro-Wireless
- iii) Trademarks should not be pluralized
Correct: We are sending the customer five Diva dimmers.
Incorrect: We are sending the customer five Divas.
- iv) Do not alter, edit, or modify trademarks or their styling
Correct: HomeWorks
Incorrect: Home Works
- v) Do not render trademarks possessive through the use of an apostrophe
Correct: Use an Eco-10 ballast to lower your energy usage.
Incorrect: ECO-10's save energy.
- vi) Be consistent with format when displaying marks
- vii) When translating text into another language, do not translate the trademarks

Trademark Notice and Attribution

1. Do not use trademark symbols (® or TM) on products, product documentation, or other product communications.
2. Use the following credit notices:

_____ is a trademark of Lutron Electronics Co., Inc., registered in the U.S. and other countries.

_____ is a trademark of Lutron Electronics Co., Inc.

*Note – if applicable, both above sentences should be included in the credit notice. Be sure to list all registered trademarks in the first sentence and all unregistered trademarks in the second sentence. Example: Lutron, Caséta and HomeWorks are trademarks of Lutron Electronics Co., Inc., registered in the U.S. and other countries. Soft-On, Fade-to-Black is a trademark of Lutron Electronics Co., Inc.

Lutron Trademarks Registered in the U.S.

Lutron	HomeWorks	RTISS Equipped (logo with text)
Sunburst Logo with Lutron	Icon for Software (lamp & window)	Satin Colors
Alena	Inflection	Save Energy (logo with text)
Aliante	Ivalo	See As You Save
Ariadni	Ivalo Lighting	seeTemp
Attaché	Kirbé	seeTouch
AuroRa	L'ale	Serena
Caséta (text only)	Leaf Design	Sheershade
Caséta (stylized font)	Lumaris	Silvus
Centurion	Lumea	Sivoia
CERUS	Lutron Dimmers Save	Sivoia QED
Chronos	Energy (logo with text)	Skylark
Claro	Lyneo	Skylark Contour
C•L	Maestro	Softswitch
Clear Connect	Maestro IR	Softswitch#128
Credenza	Maestro Wireless	Spacer System
Daedalus	Nova	T☆
Dimming by Lutron	Nova T☆	The Sunburst logo
Diva	Orion	The Ultimate Home Theater Experience
eco-dim	Palladiom	Theia (logo with text)
EcoSystem	Personna	Toggler
Eco-10	Pico	Touchpro Wireless
Energi TriPak	PowPak	Triathlon
Fandial	Quantum	Tu-Wire
Fassada	Quantum Vue	Vareo
Finiré	RadioRA	Versaplex
Glyder	RadioTouch	Verti
GRAFIK Eye	Rania	Viseo
GRAFIK 6000	Rotare	Who Left the Lights On?
Hi-lume	RTISS Equipped	

Lutron Commonlaw Trademarks

Abella	GreenGlance	RadioRA2
Architrave	Greenovation	Roller 20
Athena	Hand	Roller 64
Athlite	Harmony	Roller 100
The Avant Collection	HED	Roller 150
Aviena	Hi-lume Compact SE	Roller 225
Balance LC	Hi-Power 2•4•6	Save Energy Beautifully
Ceana	HomeServe	Show Control
Classico	HomeWorks Interactive	Signature Series
Dalia	Hyperion	Simplicity. Convenience. Control
Digital Micronet	Intelligent Hembar Alignment	Sivoia QS
Digital MicroWATT	Intelligent Tilt Alignment	Smart Bridge
Dim-N-Glo	LCP128	Smart Dimmer
Diva Duo	Light Greener, Light Better	Soft-on, Fade-to-Black
Dynamic Backlighting Management	LuMaster	Softswitch 512
Earn & Learn	Lumea2	SOLos
Earn & Learn Express	Lustra	Spec Editor
Energi Savr Node	Lutron Connect	Stanza
Faetra	Lutron Controls Your Light	Sunata Wireless
FASS	Maestro Duo	Symphony
Favorite Scene	micros	TapSwitch
GRAFIK	microPS	Telume
GRAFIK 5000	Millennium	Theia
GRAFIK 7000	myRoom	2 Link
GRAFIK Eye Designer	Omnislide	Versaplex QS
GRAFIK Eye Liaison	One Spec	Vibrato
GRAFIK Integrale	Pre-Pack	Vive
GRAFIK RA	Q-Admin	XCT
GRAFIK Systems	Q-Manager	Zone Capture
GRAFIK T	QwikFig	
	Radio Powr Savr	



www.lutron.com

Lutron Electronics Co., Inc.
7200 Suter Road
Coopersburg, PA 18036-1299

World Headquarters 1.610.282.3800
Customer Assistance 1.844.LUTRON1

©03/2017 Lutron Electronics Co., Inc.