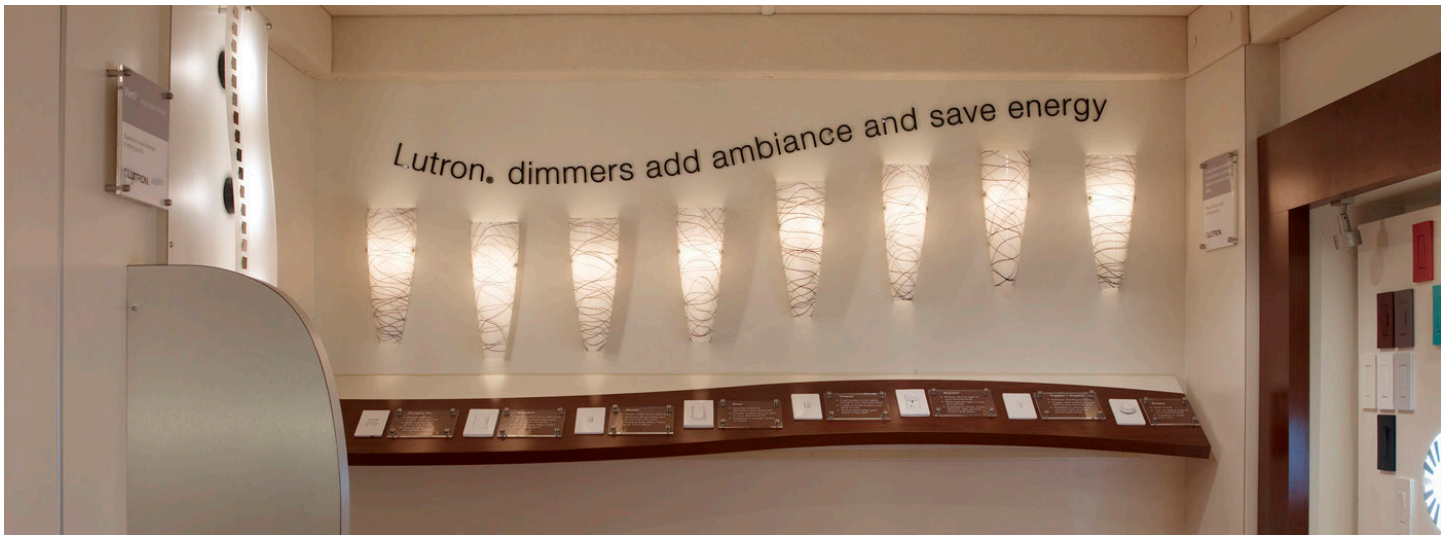


Lutron Electronics Co., Inc. Trademark Style Guide

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 | Vierti |
| GRAFIK Eye | Rania | Viseo |
| GRAFIK 6000 | Rotare | Who Left the Lights On? |
| Hi-lume | RTISS Equipped | |

Lutron Commonlaw Trademarks

| | | |
|------------------------------------|------------------------------|-------------------------------------|
| Abella | GreenGlance | RA2 Select |
| Architrave | Greenovation | RadioRA2 |
| Athena | Hand | Roller 20 |
| Athlite | Harmony | Roller 64 |
| The Avant Collection | HED | Roller 100 |
| Aviena | Hi-lume Compact SE | Roller 150 |
| Balance LC | Hi-Power 2•4•6 | Roller 225 |
| Ceana | HomeServe | RTISS-TE |
| Classico | HomeWorks Interactive | Save Energy Beautifully |
| Dalia | Hyperion | Show Control |
| Digital Micronet | Intelligent Hembar Alignment | Signature Series |
| Digital MicroWATT | Intelligent Tilt Alignment | Simplicity. Convenience. Control |
| Dim-N-Glo | LCP128 | Sivoia QS |
| Diva Duo | Light Greener, Light Better | Smart Dimmer |
| Dynamic Backlighting Management | LuMaster | Soft-on, Fade-to-Black |
| Earn & Learn | Lumea2 | Softswitch 512 |
| Earn & Learn Express | Lustra | SOLos |
| Energi Savr Node | Lutron Connect | Spec Editor |
| Faedra | Lutron Controls Your Light | Stanza |
| FASS | Maestro Duo | Sunata Wireless |
| Favorite Scene | micros | Symphony |
| GRAFIK | microPS | TapSwitch |
| GRAFIK 5000 | Millennium | Telume |
| GRAFIK 7000 | myRoom | Theia |
| GRAFIK Eye Designer | Omnislide | 2 Link |
| GRAFIK Eye Liaison | One Spec | Versaplex QS |
| GRAFIK Integrale | Pre-Pack | Vibrato |
| GRAFIK RA | Q-Admin | Vive |
| GRAFIK Systems | Q-Manager | XCT |
| GRAFIK T | QwikFig | Zone Capture |
| | Radio Powr Savr | |
| | RA2 | |



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