TRADEMARK GUIDELINES
Trademark Usage

Lutron’s trademarks, trade names, and trade dress are valuable assets. In following these guidelines, you help us protect our 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.

General trademark rules
• Always use a trademark as an adjective modifying a noun

  Examples:
  Correct: Buy a Lutron Lumea dimmer
  Incorrect: Buy a Lumea

• Do NOT hyphenate trademarks

  Examples:
  Correct: Maestro Wireless
  Incorrect: Maestro-Wireless

• Do NOT pluralize trademarks

  Examples:
  Correct: Send the customer five Diva dimmers
  Incorrect: Send the customer five Divas

• Do NOT alter, edit, or modify trademarks or their styling

  Examples:
  Correct: HomeWorks
  Incorrect: Home Works

• Do NOT render trademarks possessive through the use of an apostrophe

  Examples:
  Correct: the Maestro tap switch
  Incorrect: Maestro’s tap switch

Trademarks versus trade names
Trade names are corporate or business names. They are proper nouns and may be used in the plural or possessive forms. Trade names do not use a trademark symbol.

Examples:
Corporate name: These dimmers are made by Lutron Electronics Co., Inc.
Trade name: Lutron’s latest line of dimming controls.
Trade name: These shades are made by Lutron Shading Solutions by Vimco.
Trademark: Are you using Lutron lighting controls?
Trademark Usage

Trademark notice and attribution

- Do not use trademark symbols (® or ™) on products, product documentation, or other product communications
- Use the following credit notices:
  Single trademark
  ________________ is a trademark or registered trademark of Lutron Electronics Co., Inc., in the U.S. and/or other countries.

Multiple trademarks
  __________, ________, and ________ are trademarks or registered trademarks of Lutron Electronics Co., Inc., in the U.S. and/or other countries.

Note: All trademarks should be listed in alphabetical order with the exception of “The Lutron logo,” “the Sunburst logo,” and “Lutron.” “The Lutron logo,” “the Sunburst logo,” and/or “Lutron” should come at the beginning of the attribution statement.

Example:
The Lutron logo, the Sunburst logo, Lutron, Caséta, HomeWorks, and Serena are trademarks or registered trademarks of Lutron Electronics Co., Inc. in the U.S. and/or other countries.

Trademark credit guidelines

- Include trademarked logo descriptions in the credit notice
- The credit notice that prints on boxes can be placed on the flap — it does not need to be visible
- Include the credit notice whenever possible. You may remove it or leave it off clamshell cards due to space constraints.
- Instruction sheets in packaging must list all trademarks shown on instructions and packaging — must work with Engineering Communications (EngComm)
Trademark List

2 Link
Abella
Alena
Aliante
Architrave
Ariadni
Athena
Athlite
Attaché
aurora
Aviena
Balance LC
C•L
Caséta
Ceana
Centurion
CERUS
Chronos
Claro
Classico
Clear Connect
ControllIT
Credenza
Daedalus
Dalia
DesignIT
Digital Micronet
Digital MicroWATT
Dim-N-Glo
Dimming by Lutron
Diva
Diva Duo
Dynamic Backlighting Management
Earn & Learn
Earn & Learn Express
Eco-10
eco-dim
eco-minder
EcoSystem
eLumen
Energi Savr Node
Energi TriPak
Faedra
Fandial
FASS
Fassada
Favorite Scene
Finiré
Glyder
GRAFIK
GRAFIK 5000
GRAFIK 6000
GRAFIK 7000
GRAFIK Eye
GRAFIK Eye Designer
GRAFIK Eye Liaison
GRAFIK Integrale
GRAFIK RA
GRAFIK Systems
GRAFIK T
GreenGlance
Greenovation
Hand
Harmony
HED
Hi-lume
Hi-lume Compact SE
Hi-Power 2•4•6
HomeServe
HomeWorks
HomeWorks Interactive
HXL
Hyperion
Inflection
Intelligent Hembar Alignment
Intelligent Tilt Alignment
Ivalo
Ivalo Lighting
Kirbé
L’ale
LED+
LCP128
Life happens between on and off
Light Greener, Light Better
Limelight
Lumaris
LuMaster
Lumea
Lumea2
Lustra
Lutron
Lutron Connect
Lutron Controls Your Light
Lyneo
Maestro
Maestro Duo
Maestro IR
Maestro Wireless
MeadowLark
Trademark List

microPS
micros
microWATT
Milenyia
Millennium
myRoom
Nova
Nova T☆
Omnislide
One Spec
Orion
Osprey
Palladium
Persona
Pico
PictureIT
Piedra
PowPak
Pre-Pack
Q-Admin
Q-Manager
Qoto
Quantum
Quantum Vue
QuEST-D
QwikFig
RA2
RA2 Select
Radio Powr Savr
RadioRA
RadioRA 2
RadioTouch
Ranax
Rania
Roller 20
Roller 64
Roller 100
Roller 150
Roller 225
Rotare
RTISS Equipped
RTISS-TE
Satin Colors
Save Energy | Beautifully
Save Energy with Lutron
ScheduleIT
SecureIT
See As You Save
seeTemp
seeTouch
Serena
Sheershade
Show Control
Signature Series
Silvus
Simplicity, Convenience, Control.
Sivoia
Sivoia QED
Sivoia QS
Skylark
Skylark Contour
Smart Dimmer
Soft-on, Fade-to-Black
Softswitch
Softswitch 128
Softswitch 512
Solaris
SOLos
Spacer
Spacer System
Spec Editor
Stanza
Sonata
Sunata Wireless
Symphony
T☆
TapSwitch
Telume
The Avant Collection
Theia
Toggler
Touchpro Wireless
Triathlon
Tu-Wire
Vareo
Versaplex
Versaplex QS
Vibrato
Vierti
Vive
Viseo
Welcome home to peace of mind
Who Left the Lights On?
XCT
Zone Capture
**Trademarked Logos**

**What is a trademarked logo?**

Our trademarked logos are a type of design to represent a brand, product, or technology. We use three types of logos:

- **Logomark**: an image or symbol which represents a brand, and usually does not include the name of that company

- **Logotype**: also known as a “word mark,” this is a brand name styled as a logo

- **Combination mark**: a combination of the logomark and logotype

Through their consistent and repetitive use as a signature, these logos become graphic icons which identify the Lutron brand and Lutron products.

**General logo rules**

- Logos should never be altered, distorted, or redrawn

- Logos should not be embedded in text (body copy)

**Example:**

Incorrect: Keep in mind that dimming saves energy without sacrificing style or convenience.
<table>
<thead>
<tr>
<th>Logo Name</th>
<th>Logo Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lutron</td>
<td><img src="image" alt="Lutron Logo" /></td>
</tr>
<tr>
<td>Lutron Dimmers Save Energy</td>
<td><img src="image" alt="Lutron Dimmers Save Energy Logo" /></td>
</tr>
<tr>
<td>T☆</td>
<td><img src="image" alt="T☆ Logo" /></td>
</tr>
<tr>
<td>Sunburst</td>
<td><img src="image" alt="Sunburst Logo" /></td>
</tr>
<tr>
<td>Nova T☆</td>
<td><img src="image" alt="Nova T☆ Logo" /></td>
</tr>
<tr>
<td>THEIA</td>
<td><img src="image" alt="THEIA Logo" /></td>
</tr>
<tr>
<td>Caséta</td>
<td><img src="image" alt="Caséta Logo" /></td>
</tr>
<tr>
<td>RTISS Equipped</td>
<td><img src="image" alt="RTISS Equipped Logo" /></td>
</tr>
<tr>
<td>Vive</td>
<td><img src="image" alt="Vive Logo" /></td>
</tr>
<tr>
<td>Limelight</td>
<td><img src="image" alt="Limelight Logo" /></td>
</tr>
<tr>
<td>Save Energy</td>
<td><img src="image" alt="Save Energy Logo" /></td>
</tr>
<tr>
<td>Lutron Caséta &amp; RA2 Select app</td>
<td><img src="image" alt="Lutron Caséta &amp; RA2 Select app Logo" /></td>
</tr>
<tr>
<td>Save Energy Leaf</td>
<td><img src="image" alt="Save Energy Leaf Logo" /></td>
</tr>
</tbody>
</table>