

# TRADEMARK GUIDELINES

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# Trademark Usage

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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

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## 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

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

# Trademark List

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

# Trademarked Logos

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## 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.

# Trademarked Logos

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The Lutron logo

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The Lutron Dimmers Save Energy logo

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The T★ logo

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The Sunburst logo

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The Nova T★ logo

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The THEIA logo

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The Caséta logo

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RTISS Equipped logo

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The Vive logo

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The Limelight logo

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The Save Energy logo

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The Lutron Caséta & RA2 Select app logo



The Save Energy Leaf logo

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**Customer Assistance**

Online: [lutron.com/help](https://lutron.com/help) | Email: [support@lutron.com](mailto:support@lutron.com) | Phone: 1.844.LUTRON1 (588.7661) — includes 24/7 technical support

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