Trademark Usage

Lutron 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.

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 and trade dress 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).

Using trademarks of others
When using trademarks of a company other than Lutron, please follow the company’s trademark guidelines if they are readily available. If using trademarks of a company other than Lutron, that does not have trademark guidelines available, please include a third-party attribution statement as provided below.

Third-party attribution statement
All other product names, logos, and brands are property of their respective owners.
Trademark List

2 Link
Abella
Alena
Aliante
Alisse
Architrave
Ariadni
Athena
Athlite
Attaché
Aurora
Aviena
Balance LC
C-L
Calibration360
Capri
Caséta
Ceana
Centurion
CERUS
Chronos
Claro
Classico
Clear Connect
Color Lock
ControlIT
Create your comfort zone
Credenza
Daedalus
Dalia
DesignIT
Digital Micronet
Digital MicroWATT
Dim-N-Glo
Dimming by Lutron
Diva
Diva Duo
Dynamic Backlighting Management
Dynamic Spectrum
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-Def Palette
Hi-lume
Hi-lume Compact SE
Hi-Power 2-4-6
Home Smart Home
HomeServe
HomeWorks
HomeWorks Interactive
HXL
Hyperion
Inflection
Intelligent Hembar Alignment
Intelligent Tilt Alignment
It just works
Ivalo
Ivalo Lighting
K360 Chip
Ketra
KetraNet
Kirbé
Lale
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
microPS
micros
microWATT
Milenyia
Millennium
myRoom
Natural Dimming
Natural Light
Nova
Nova T☆
Omnislide
One Spec
Orion
Osprey
Palladiom
Personna
Pico
PictureIT
Piedra
PowPak
<table>
<thead>
<tr>
<th>Pre-Pack</th>
<th>Sheershade</th>
<th>TruBeam</th>
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<tr>
<td>Q-Admin</td>
<td>Show Control</td>
<td>Tu-Wire</td>
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<td>Q-Manager</td>
<td>Signature Series</td>
<td>Vareo</td>
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<td>Qoto</td>
<td>Silvus</td>
<td>Versaplex</td>
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<tr>
<td>Quantum</td>
<td>Simplicity, Convenience, Control.</td>
<td>Versaplex QS</td>
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<td>Quantum Vue</td>
<td>Sivoia</td>
<td>Vibrancy</td>
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<td>Sivoia QED</td>
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<td>RA2 Select</td>
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<td>Viseo</td>
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<td>Radio Powr Savr</td>
<td>Smart Dimmer</td>
<td>Welcome home to peace of mind</td>
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<td>RadioRA</td>
<td>Soft-on, Fade-to-Black</td>
<td>Who Left the Lights On?</td>
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<td>Softswitch</td>
<td>XCT</td>
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<td>Softswitch 128</td>
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<td>Save Energy</td>
<td>Beautifully</td>
<td>T☆</td>
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<td>Save Energy with Lutron</td>
<td>TapSwitch</td>
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<td>Telume</td>
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<td>Theia</td>
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<td>seeTemp</td>
<td>Toggler</td>
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<tr>
<td>seeTouch</td>
<td>Touchpro Wireless</td>
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<tr>
<td>Serena</td>
<td>Triathlon</td>
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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 Lutron dimming saves energy without sacrificing style or convenience.
Trademarked Logos

- Lutron logo
- Ketra logo
- Nova T☆ logo
- THEIA logo
- Sunburst logo
- Ketra Starburst logo
- RTISS Equipped logo
- Vive logo
- Caséta logo
- Lutron LED+ logo
- Save Energy logo
- Caséta & RA2 Select app logo
- Limelight logo
- Save Energy Leaf logo
- Dimmers Save Energy logo
- Lutron PRO Residential logo
- T☆ logo
What is trade dress?

Trade dress is the term used to describe the visual appearance of a product and/or product packaging. Like trademarks, trade dress is legally protected as a type of intellectual property.

General trade dress rules

When using trade dress on marketing collateral, add the item as an additional line to the standard trademark attribution statement similar to how we recognize our logos. When listing Lutron recognized trade dress in the attribution statement, describe the trade dress as “the design of the ["insert trade dress name"]”. Lutron recognized trade dress is included in the “Trade Dress” section of this guideline.

Examples:

Correct mention of trade dress in an attribution statement: The Lutron logo, Caséta, the Caséta logo, the design of the Pico remote, and Pico are trademarks, or registered trademarks, of Lutron Electronics Co., Inc., registered in the U.S. and/or other countries.