

# TRADEMARK GUIDELINES

---

# 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	Dim-N-Glo	GRAFIK T	LuMaster
Abella	Dimming by Lutron	GreenGlance	Lumea
Alena	Diva	Greenovation	Lumea2
Aliante	Diva Duo	Hand	Lustra
Alisse	Dynamic Backlighting	Harmony	Lutron
Architrave	Management	HED	Lutron Connect
Ariadni	Dynamic Spectrum	High Def Palette	Lutron Controls Your Light
Athena	Earn & Learn	Hi-lume	Lyneo
Athlite	Earn & Learn Express	Hi-lume Compact SE	Maestro
Attaché	Eco-10	Hi-Power 2•4•6	Maestro Duo
Aurora	eco-dim	Home Smart Home	Maestro IR
Aviena	eco-minder	HomeServe	Maestro Wireless
Balance LC	EcoSystem	HomeWorks	MeadowLark
C•L	eLumen	HomeWorks Interactive	microPS
Calibration360	Energi Savr Node	HXL	micros
Capri	Energi TriPak	Hyperion	microWATT
Caséta	Faedra	Inflection	Milenyia
Ceana	Fandial	Intelligent Hembar Alignment	Millennium
Centurion	FASS	Intelligent Tilt Alignment	myRoom
CERUS	Fassada	It just works	Natural Dimming
Chronos	Favorite Scene	Ivalo	Natural Light
Claro	Finiré	Ivalo Lighting	Nova
Classico	Glyder	K360 Chip	Nova T☆
Clear Connect	GRAFIK	Ketra	Omnislide
Color Lock	GRAFIK 5000	KetraNet	One Spec
ControllIT	GRAFIK 6000	Kirbé	Orion
Create your comfort zone	GRAFIK 7000	L'ale	Osprey
Credenza	GRAFIK Eye	LED+	Palladiom
Daedalus	GRAFIK Eye Designer	LCP128	Personna
Dalia	GRAFIK Eye Liaison	Life happens between on and off	Pico
DesignIT	GRAFIK Integrale	Light Greener, Light Better	PictureIT
Digital Micronet	GRAFIK RA	Limelight	Piedra
Digital MicroWATT	GRAFIK Systems	Lumaris	PowPak

# Trademark List

---

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

# 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.

# Trademarked Logos

---



Lutron logo

---



Ketra logo

---



Nova T star 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 star logo

# Trade Dress

---

## **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.



# Trade Dress

---



Ariadni dimmer

---



Maestro dimmer

---



Sunnata dimmer

---



Diva dimmer

---



Nova T☆ dimmer

---



5-button Pico remote

---

The information and intellectual property contained herein, including copyrights and trademarks, is proprietary to and owned by Lutron Electronics Co., Inc. This publication and the information and intellectual property herein is protected by United States and international laws and treaties. All rights not expressly granted herein are reserved.

All trademarks in the “Trademark List”, “Trademarked Logos”, and “Trade Dress” sections of this document are trademarks or registered trademarks of Lutron Electronics Co., Inc., in the U.S. and/or other countries.

**lutron.com**

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

**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

© 06/2022 Lutron Electronics Co., Inc. | P/N 368-5367 REV B

