

Usage Guidelines for Echelon Trademarks

Note: *These guidelines do not cover usage of the Echelon Logo, the LNS[®] Powered by Echelon Logo, LONWORKS[®] Independent Developer Logo, the trademark LONMARK[®], the LONMARK Logo, the Open Systems Alliance[™] program logos, the Echelon Authorized Network Integrator Logo, or the Echelon LONWORKS Integrator Partner Logo.*

1. ALWAYS USE ECHELON TRADEMARKS IN AN APPROVED FORM.

Trademarks should be presented in the recommended styles shown below (all caps, upper and lower case, or a combination of large and small caps):

Registered Trademarks

3120 [®]	LON [®]	LonUsers [®]
3150 [®]	LonBuilder [®]	LONWORKS [®]
BeAtHome [®]	LonMaker [®]	LONWORLD [®]
Digital Home [®]	LonManager [®]	Neuron [®]
Echelon [®]	LONMARK [®]	NodeBuilder [®]
<i>i</i> .LON [®]	LonPoint [®]	Panoramix [®]
LNS [®]	LonTalk [®]	ShortStack [®]

Other Trademarks

LONews [™]	Powered by Echelon [™]
LonLink [™]	Digital Home Powered by Echelon [™]
LonResponse [™]	LNS Powered by Echelon [™]
LonScanner [™]	LONWORKS Powered by Echelon [™]
LonSupport [™]	NES Powered by Echelon [™]
Open Systems Alliance [™]	Networked Energy Services Powered by Echelon [™]
OpenLDV [™]	Panoramix Powered by Echelon [™]
Pyxos [™]	Thinking Inside the Box [™]

Changes or alterations in the names above are not generally allowed. Any variation must be cleared through Echelon's Advertising and Creative Services Director.

RIGHT
LONWORKS[®]

WRONG
Lonworks[®]

RIGHT
LonTalk[®]

WRONG
LONTALK[®]

2. ALWAYS USE ECHELON TRADEMARKS IN A MANNER CLEARLY INDICATING THAT THEY ARE TRADEMARKS OWNED BY ECHELON.

Trademarks should be properly marked to give notice that they are, in fact, trademarks of Echelon Corporation. Registered trademarks should always be used with the federal registration symbol “®”, while marks that have not been registered (including marks that are the subject of “pending” applications) should be used with the symbol “™ ” where the mark initially appears. Use of the registration symbol or “™ ” must appear with the first usage of the trademark in a document; subsequent occurrences do not require the symbols. When used in a printed document, the symbols should be half the point size of the word and then superscripted half the point size of the word.

A footnote reference to ownership of the trademarks must be used on all products, documentation, and advertisements in the following format:

“Echelon, LON, LONWORKS, 3120, 3150, Digital Home, *i*.LON, LNS, LONMARK, LonBuilder, LonMaker, LonManager, LonPoint, LonTalk, LonUsers, LONWORLD, Neuron, NodeBuilder, Panoramix, ShortStack, the Echelon logo, and the LonUsers logo are trademarks of Echelon Corporation registered in the United States and other countries. LONews, LonLink, LonResponse, LonScanner, LonSupport, Open Systems Alliance, OpenLDV, Pyxos, Powered by Echelon, Digital Home Powered by Echelon, LNS Powered by Echelon, LONWORKS Powered by Echelon, Networked Energy Services Powered by Echelon, NES Powered by Echelon, Panoramix Powered by Echelon, and Thinking Inside the Box are trademarks of Echelon Corporation.”

Where appropriate, a subset of this attribution may be used.

The list of registered and unregistered marks will be updated periodically as pending applications mature to registration, and as such, it is important to determine status of the marks before using either symbol.

Trademarks **should not be joined** with other terms (by a hyphen, for instance) nor used with **unapproved** logos, graphics, photos, slogans, numbers, design features or symbols. Trademarks should never be “made plural,” never be mixed with other trademarks, and a trademark's spelling should never be altered.

3. ALWAYS USE ECHELON TRADEMARKS AS ADJECTIVES, NEVER NOUNS, AND THE MARKS SHOULD BE FOLLOWED BY THE APPROPRIATE GENERIC TERMINOLOGY.

Trademarks are meant to signify the brand or source of the product and should not be used in a manner which suggests that the trademark is the name of the product. Companies that allow their trademarks to be used as nouns risk losing their rights in those trademarks. Classic examples of words that began as trademarks but were lost due to misuse include “aspirin,” “escalator” and “cellophane.” Because the public came to see these terms as the product names instead of the brand names, trademark rights were forfeited.

The most common mistake is to use the trademark as a noun instead of as an adjective followed by the generic term. Examples:

RIGHT

“LONWORKS[®] networks can control existing home systems.”

WRONG

“LONWORKS[®] can control existing home systems.”

RIGHT

“The LonTalk[®] protocol is built into every Neuron[®] Chip.”

WRONG

“LonTalk[®] is built into every Neuron[®].”

4. DO NOT IMPLY OR SUGGEST THAT A PRODUCT BASED ON ECHELON'S TECHNOLOGY IS AN ECHELON PRODUCT OR THAT ECHELON SPONSORS THE PRODUCT.

While Echelon understands and appreciates the customer's need to accurately describe the technology incorporated into the product as Echelon technology, the product materials and advertising cannot wrongly imply that the customer's product is an Echelon product, explicitly or implicitly. Care must be taken to clearly distinguish Echelon's products (and trademarks) from the customer's products and marks, as discussed more specifically in these guidelines. Some basic examples are:

RIGHT

“The ACME[™] light switch is for use in LONWORKS[®] networks.”

WRONG

“The LONWORKS[®] light switch is made by ACME[™].”

RIGHT

“The ACME[™] security system incorporates Echelon Corporation's LonTalk[®] protocol.”

WRONG

“The ACME[™] LonTalk[®] security system incorporates the Echelon protocol.”

5. NEVER USE THE TRADEMARK “LON” AS A SEPARATE WORD, EVEN IF USED AS AN ADJECTIVE.

Even though LON is a registered trademark of Echelon Corporation, it should not be used by a customer except as part of Echelon's family of marks, such as LonTalk, LonBuilder, and the like.

6. NEVER USE AN ECHELON TRADEMARK AS PART OF YOUR NAME OR TRADEMARK.

Echelon trademarks may not be used as part of another company’s mark or company name. While Echelon’s marks can be used in explanatory fashion (such as “for use in LONWORKS® networks”), the mark cannot be used as part of the company or product name. The only exception to this rule relates specifically to LON, where precise guidelines have been established. The mark LON may be used ONLY if it is incorporated into a composite mark in such a way that (1) the LON portion is not highlighted in any way, including by CAPITAL letters, graphics, or stylizations, and (2) that LON is not used as the beginning letters of the composite word mark, and (3) the LON portion may not be preceded by the letters I or E if the letter forms the beginning of the word.

ACCEPTABLE	UNACCEPTABLE
Avalon	AvaLON
DRESLON	DresLon
brinlon	Lonbrin
alonet	alonet
Relongate	Elongate
	Ilongate

Also, customers may not personify trademarks or create characters that represent the trademarks. However, the trademarks may be used in taglines in accordance with the guidelines listed above.

7. CERTAIN ECHELON MARKS ARE NOT AVAILABLE FOR USE EXCEPT BY WRITTEN LICENSE AGREEMENT AND COMPLIANCE WITH STANDARDS.

Echelon owns marks which may only be used by organizations that have executed written agreements and have complied with certain requirements. These marks include the Echelon Logo, the LNS Powered by Echelon Logo, LONWORKS Independent Developer Logo, the Open Systems Alliance program Logos, the trademark LONMARK, LONMARK Logo, the Echelon Authorized Network Integrator Logo, and Echelon LonWorks Integrator Partner Logo. This document **does not** give the right to use such trademarks. These marks may only be used by organizations that have written agreements. For more information please contact the responsible program manager at Echelon.

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