

# TI DLP® Trademarks and Approved Nouns



Texas Instruments has several trademarks related to its DLP® Products. Please use these trademarks according to the following rules:

The first use of all TI DLP trademarks in text must always place Texas Instruments or TI before DLP followed by a superscript registered trademark symbol (®) and then a generic noun. Second and later uses of DLP trademarks can drop Texas Instruments and/or TI and the registered trademark symbol but must still be followed by an approved noun and/or noun of a product or service. All DLP trademarks must be used only as proper adjectives, not as nouns.

*For example:*

**Correct**

- DLP® chip
- DLP® technology
- DLP® projector

**Incorrect**

- DLP® is a chip
- DLP® is a type of display

**Correct**

- DLP Cinema® products
- DLP Cinema® technology

**Incorrect**

- DLP Cinema is deployed in theaters
- DLP® Cinema products  
(The ® should follow Cinema and not DLP®)

## **Use of DLP registered trademarks in text**

- 1) Use the exact form of the DLP trademarks. Do not change the form of the trademark. Always use only the particular design of lower and upper case letters or type font of the mark.
- 2) For all DLP trademarks, registered and unregistered, a generic noun must always follow each use of the mark. This includes the use of a mark in the body of text, paragraph headings, charts, figures, tables, banners and headlines. Only when using a DLP mark in a column heading of a table and space is severely limited, may the generic noun be omitted. Second and later uses in the body copy can drop the registered trademarks symbol but must be followed by a generic noun.
- 3) The preferred trademark and noun for describing the digital micromirror device (DMD) is: DLP chip
- 4) The DO NOT rules:
  - Do not vary the form of any DLP trademarks
  - Do not use any of the DLP trademarks as a verb or a noun
  - Do not use any of the DLP trademarks as a possessive or plural
  - Do not abbreviate or use a shorthand version of any of the DLP trademarks
  - Do not add prefix or suffix words, numbers, or symbols as part of any of the DLP trademarks
  - Do not use other devices for identifying the DLP trademarks, such as underlining, bold or italic type font

# TI DLP® Trademarks and Approved Nouns (continued)

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## Attribution of the DLP trademarks

The law provides for others to use the DLP trademarks in referring to goods and services from Texas Instruments. Please use these marks properly as trademarks and attribute the ownership of the marks to TI.

The attribution of any of the DLP trademarks is shown in the fine print indicating the word, name, symbol or device used in the literature piece is a trademark or service mark and attributing the ownership of that mark to Texas Instruments. The fine print for the DLP trademarks must read as follows:

**DLP® and the DLP logo are registered trademarks of Texas Instruments.**

## DLP trademarks and approved nouns

The following are trademarks of Texas Instruments and its subsidiaries. Every trademark is to be used as a proper adjective immediately followed by one of the recommended nouns listed under that mark.

### DLP®

- chip
- technology
- Products
- projector
- subsystem

### DLP Cinema®

- chip
- technology
- products
- projector
- subsystem

### DLP® Pico™

- chip
- technology
- products
- projector
- subsystem

### DLP® BrilliantColor™

- technology
- feature

### DLP® IntelliBright™

- technology
- algorithms
- LABB algorithms
- CAIC algorithms
- suite of algorithms

### DLP® Link™

- technology
- feature

### DLP® LightCrafter™

- evaluation module
- development kit
- development tool

### DLP® NIRscan™

- evaluation module
- development kit
- development tool



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