

Texas Instruments DLP® Trademark Guidelines for EXP™ Chip



Who do these guidelines apply to?

These guidelines are for TI DLP® Products customers, licensees, and other parties who manufacture and/or sell projectors with DLP technology and wish to use DLP trademarks, service marks or images in promotional, advertising, instructional, or reference materials, or on their websites, products, labels, or packaging. Use of DLP trademarks may be prohibited, unless expressly authorized.

If your product(s) uses the DLP EXP™ chip and you have been provided with the **TRADEMARK LICENSE AGREEMENT**, please follow Section 4: **Proper Usage of Licensed Trademarks** and the EXP chip guidelines below. If your agreement with Texas Instruments to manufacturer and/or sell products with the EXP chip does not provide usage guidelines, then follow the guidelines below.

If you manufacture and/or sell any products using DLP technology without the EXP chip, you are not authorized to use the EXP trademark on any of your advertising, promotional, sales materials, merchandise items, or on your website

1. Always place Texas Instruments DLP or TI DLP with proper mark before EXP with TM in the first occurrence in headlines and body copy followed by the approved noun (Texas Instruments DLP® EXP™ chip; TI DLP® EXP™ chip). Second and later uses in the body copy can drop Texas Instruments DLP and/or TI DLP and the TM symbol but must still be followed by the approved noun (EXP chip).
2. EXP should always be written or reproduced in capital letters.
3. It should always be referenced in the fine print on literature or on the web as follows
DLP® and the DLP logo are registered trademarks of Texas Instruments.
EXP™ is a trademark of Texas Instruments.
4. There is no special treatment or logo design for the word EXP.
5. The approved noun following EXP is “chip” (DLP® EXP™ chip).
6. TI supplied artwork (see below) can be applied directly to the projector housing and packaging. You may also incorporate the artwork directly into the design of literature, manuals and web material.
7. If packaging, literature and/or manuals are printed in one color, the artwork may be printed in one grayscale color as well, but this is not recommended.
8. The artwork is designed to be 1 1/2 inches vertical rectangle. It may also be printed at a larger or smaller size, but no smaller than 1 inch.

Trademark Guidelines (continued)

Approved description of EXP in any promotional, advertising, instructional, or reference materials, or on websites, products, labels, or packaging.

The DLP® EXP™ chip was specifically designed to meet the most difficult environments on Earth such as high-rainfall regions, arid deserts, areas with relatively low air quality, and locations not easy to access. Although ideal for the demanding needs in developing countries, the majority of < brand name here > projectors are now shipping with the EXP chip.

If you have questions regarding usage of the EXP trademark or artwork, please contact the DLP Brand Team at dlpbrand@list.ti.com.



Approved sticker design – Shown recommended size.



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Buyer acknowledges and agrees that it is solely responsible for compliance with all legal, regulatory and safety-related requirements concerning its products, and any use of TI components in its applications, notwithstanding any applications-related information or support that may be provided by TI. Buyer represents and agrees that it has all the necessary expertise to create and implement safeguards which anticipate dangerous consequences of failures, monitor failures and their consequences, lessen the likelihood of failures that might cause harm and take appropriate remedial actions. Buyer will fully indemnify TI and its representatives against any damages arising out of the use of any TI components in safety-critical applications.

In some cases, TI components may be promoted specifically to facilitate safety-related applications. With such components, TI's goal is to help enable customers to design and create their own end-product solutions that meet applicable functional safety standards and requirements. Nonetheless, such components are subject to these terms.

No TI components are authorized for use in FDA Class III (or similar life-critical medical equipment) unless authorized officers of the parties have executed a special agreement specifically governing such use.

Only those TI components which TI has specifically designated as military grade or "enhanced plastic" are designed and intended for use in military/aerospace applications or environments. Buyer acknowledges and agrees that any military or aerospace use of TI components which have **not** been so designated is solely at the Buyer's risk, and that Buyer is solely responsible for compliance with all legal and regulatory requirements in connection with such use.

TI has specifically designated certain components as meeting ISO/TS16949 requirements, mainly for automotive use. In any case of use of non-designated products, TI will not be responsible for any failure to meet ISO/TS16949.

Products

Audio	www.ti.com/audio
Amplifiers	amplifier.ti.com
Data Converters	dataconverter.ti.com
DLP® Products	www.dlp.com
DSP	dsp.ti.com
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Logic	logic.ti.com
Power Mgmt	power.ti.com
Microcontrollers	microcontroller.ti.com
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OMAP Applications Processors	www.ti.com/omap
Wireless Connectivity	www.ti.com/wirelessconnectivity

Applications

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