

Texas Instruments DLP® Products Usage guidelines for customers and other third parties



TI DLP® Products philosophy on trademarks, service marks and trade names

The DLP trademarks, service marks, and trade names are valuable assets. In following these guidelines, you help us protect our valuable trademark rights and strengthen our brand identity. By using a DLP trademark, in whole or in part, you are acknowledging that Texas Instruments is the sole owner of the trademark and promising that you will not interfere with the company's rights in the trademark, including challenging the company'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 DLP trademark. The goodwill derived from using any part of a DLP trademark exclusively inures to the benefit of and belongs to TI. Except for the limited right to use as expressly permitted under these guidelines, no other rights of any kind are granted hereunder, by implication or otherwise. If you have any questions regarding these guidelines, please talk to your TI or DLP Products representative or submit your inquiry to dlpbrand@list.ti.com.

Who do these guidelines apply to?

These guidelines are for TI DLP Products employees, licensees, authorized resellers, developers, customers, and other parties wishing 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.

Trademark Usage Guidelines (continued)

If you are a manufacturer of products using DLP technology and have been provided with the **TRADEMARK LICENSE AGREEMENT**, please follow **Section 4: Proper Usage of Licensed Trademarks** and these guidelines. If you are not a manufacturer of products with DLP technology or have not been provide the **TRADEMARK LICENSE AGREEMENT**, then follow these guidelines.

Authorized Use of DLP Trademarks

1. **Advertising, Promotional, and Sales Materials:** Only TI DLP Products and its customers and authorized resellers may use the DLP and DLP Cinema® logo in advertising, promotional, and sales materials. Such authorized parties may use the DLP logo only as specified in their trademark license agreement and any associated guidelines.
2. **Compatibility:** Developers may use DLP and its approved word mark (but not the DLP logo or other graphic symbol/logo owned by TI) in a **referential phrase** on packaging or promotional/advertising materials.
 - a. The DLP word mark is not part of the product name.
 - b. The DLP word mark appears less prominent than the product name.
 - c. The reference to TI or DLP does not create a sense of endorsement, sponsorship, or false association with TI DLP products or services.
 - d. The use does not show TI DLP or its products in a false or derogatory light.
3. **Publications, Seminars, and Conferences:** You may use the DLP trademarks in connection with book titles, magazines, periodicals, seminars, or conferences provided you comply with the following requirements:
 - a. The use is referential and less prominent than the rest of the title. Acceptable: XYZ CONFERENCE for developers using DLP technology.
 - b. The use reflects favorably on both DLP products and DLP technology.
 - c. Your name and logo appears more prominent than the DLP trademark on all printed materials related to the publication, seminar or conference.
 - d. The DLP logo or any other graphic symbol, logo, icon or image owned by TI does not appear on or in the publication or on any materials related to the publication, seminar, or conference without express written permission from TI.
 - e. A disclaimer of sponsorship, affiliation, or endorsement by TI, similar to the following, is included on the publication and on all related printed materials: “(Title) is an independent (publication) and has not been authorized, sponsored, or otherwise approved by Texas Instruments Incorporated.”
 - f. A trademark attribution notice is included in the credit section giving notice of TI ownership of its trademark(s), similar to the following: DLP® and the DLP logo are registered trademarks of Texas Instruments. BrilliantColor™ is a trademark of Texas Instruments.
4. **Websites:** Websites that serve only as noncommercial electronic informational forums concerning a product or technology may not use the DLP logo but may refer to DLP products by name.

Trademark Usage Guidelines (continued)

Unauthorized Use of DLP Trademarks

- 1. Company, Product, or Service Name:** You may not use or register, in whole or in part, DLP or any other DLP trademark, including graphic symbols, logos, icons, or an alteration thereof owned by TI, as or as part of a company name, trade name, product name, or service name except as specifically noted in these guidelines.
- 2. DLP Logo and Graphic Symbols Owned by TI:** You may not use the DLP logo or any other graphic symbol, logo, or icon owned by TI on or in connection with websites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except pursuant to an express written trademark license from TI.
- 3. Variations, Takeoffs or Abbreviations:** You may not use any other variation of the DLP logo for any purpose. Third parties cannot use a variation, phonetic equivalent, foreign language equivalent, takeoff, or abbreviation of a TI DLP trademark for any purpose.
For example:
Not acceptable: Dlp dlp
- 4. Disparaging Manner:** You may not use a DLP trademark or any other graphic symbol, logo, or icon owned by TI in a disparaging manner.
- 5. Endorsement or Sponsorship:** You may not use DLP or any other TI trademark, including graphic symbols/logos, or icons owned by TI, in a manner that would imply TI's affiliation with or endorsement, sponsorship, or support of a third party product or service.
- 6. Merchandise Items:** You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing DLP trademarks, including symbols, logos, or icons, except pursuant to an express written trademark license from TI.
- 7. DLP Trade Dress:** You may not imitate the distinctive blue DLP wafer, the DLP website design, logos, or typefaces.
- 8. Slogans and Taglines:** You may not use or imitate a DLP slogan or tagline.
For example: "In a class by itself."
- 9. Domain Names:** You may not use an identical or virtually identical DLP trademark as a second level domain name.
Not acceptable: "dlp.com" "dlpproducts.com" "dlp-technology.com"

Rules for Proper Use of DLP Trademarks

- Trademarks are proper adjectives used to modify nouns which must be an approved noun or the generic name of a product or service.
- As proper adjectives, trademarks may not be used in the plural or possessive form.
Correct: I own two DLP projectors.
Not Correct: I own two DLP's.
- An appropriate approved or generic noun must appear after every use of the trademark in a printed piece. Second and later uses of DLP trademarks can drop the registered trademark symbol but must still be followed by an approved or generic noun. For a list of approved nouns see [TI DLP Trademarks and Approved Nouns](#).
- Always spell and capitalize DLP trademarks exactly as they are shown in the [DLP Trademarks and Approved Nouns](#). Do not make up names that contain DLP trademarks.

IMPORTANT NOTICE

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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
Clocks and Timers	www.ti.com/clocks
Interface	interface.ti.com
Logic	logic.ti.com
Power Mgmt	power.ti.com
Microcontrollers	microcontroller.ti.com
RFID	www.ti-rfid.com
OMAP Applications Processors	www.ti.com/omap
Wireless Connectivity	www.ti.com/wirelessconnectivity

Applications

Automotive and Transportation	www.ti.com/automotive
Communications and Telecom	www.ti.com/communications
Computers and Peripherals	www.ti.com/computers
Consumer Electronics	www.ti.com/consumer-apps
Energy and Lighting	www.ti.com/energy
Industrial	www.ti.com/industrial
Medical	www.ti.com/medical
Security	www.ti.com/security
Space, Avionics and Defense	www.ti.com/space-avionics-defense
Video and Imaging	www.ti.com/video

TI E2E Community

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