

Texas Instruments DLP® Trademark Guidelines for DarkChip4™



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) features DarkChip4™ technology and you have been provided with the **TRADEMARK LICENSE AGREEMENT**, please follow **Section 4: Proper Usage of Licensed Trademarks** and the trademark guidelines for DarkChip4 technology below. If your agreement with Texas Instruments to manufacture and/or sell products with DarkChip4 technology does not provide usage guidelines, then follow the guidelines below.

If you manufacture and/or sell any products using DLP products without DarkChip4 technology, you are not authorized to use the DarkChip4 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 DarkChip4 with TM followed by an approved noun in the first occurrence in headlines and body copy (Texas Instruments DLP® DarkChip4™ technology; TI DLP® DarkChip4™ technology). 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 an approved noun or generic noun of a product or service (DarkChip4 technology; DarkChip4 feature).
2. DarkChip4 should always be one word with a capital D and a capital C. There is no space between the word DarkChip and the number 4
3. It should always be referenced in the fine print of literature or on the web as follows: DLP® and the DLP logo are registered trademarks of Texas Instruments. DarkChip4™ is a trademark of Texas Instruments.
4. There is no special treatment of logo design for the word DarkChip4.
5. The approved nouns that must follow DarkChip4 are “technology” and “feature” (DLP® DarkChip4™ technology; DLP® DarkChip4™ feature).

Trademark Guidelines (continued)

Approved description of DarkChip4 technology in any promotional, advertising, instructional, or reference materials, or on websites, products, labels, or packaging.

Texas Instruments DLP® DarkChip4™ technology dramatically enhances the blacks and darkly-shaded areas. Most (or All) < brand name > projectors feature DarkChip4 technology that can produce an amazing contrast ratio of up to 100,000:1, depending on the application and when combined with solid state illumination light sources.

If you have questions regarding usage of the DarkChip4 trademark, please contact the DLP Brand Team at dlpbrand@list.ti.com.



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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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