



To: ETSI MEMBERS, OBSERVERS AND COUNSELLORS

Subject: **USAGE REQUIREMENTS FOR ETSI TRADE MARKS AND LOGOS**

Dear Madam,
Dear Sir,

In recent years, ETSI has embarked on a programme for the protection of its acronyms and logos, as trade marks, in Europe and elsewhere in the world, in order to:

- maintain the integrity of the marks; and
- prevent unauthorized use of the marks.

ETSI members, and others, will be authorised to use the acronyms and logos, as trade marks, in an appropriate and approved manner, on, or in relation to, Standard-compliant equipment and/or services.

ETSI is the sole owner of the following acronyms: ETSI, DECT, UMTS, 3GPP and TIPHON, as well as the ETSI, TIPHON and 3GPP Logos. The **ETSI Logo** has already been registered, as a trade mark, and ETSI has filed applications for the registration of the acronyms, **DECT**, **UMTS**, **3GPP** and **TIPHON**, and the **TIPHON Logo**, as trade marks. In addition, the Institute also intends to file an application for the registration of the **3GPP Logo**, as a trade mark.

In order to preserve the exclusivity afforded by a trade mark, it is extremely important to ensure that the trade mark is used correctly.

Hereinafter you will find some guidelines on the proper usage of ETSI trade marks and logos.

No Possessives:

Since a trade mark is not a noun, it must never be used in possessive form. For example, one would not refer to "TIPHON's features" but rather to "...the features of the TIPHONTM technology" or "the TIPHONTM technology's features".

No Plurals:

Since a trade mark is not a noun, it must never be used in plural form. For example, one would not refer to "DECTs" but rather to "DECT cordless telecommunication systems".

No Verbs:

Since a trade mark is not a verb, it must never be used as a verb. For example, one should not "TIPHON-ize" or engage in "UMTS-standardizing".

No Puns:

ETSI's trade marks are representing ETSI's standards, the symbols of ETSI goodwill world-wide. They should be treated with respect as valuable Institute assets. Accordingly, they should not be used as the object of puns.

Trade mark Attribution:

Trade mark ownership relevant to ETSI is attributed with the use of the trade mark symbol **TM** immediately placed after the trade mark. The symbol can be placed **either in superscript or subscript**.

Trade mark Legend:

In conjunction with the symbol TM, the following legend must be used: **"UMTS (for instance) is a trade mark of ETSI"**.

Institute name use:

The ETSI name is not only a trade mark used to identify our standards, it also serves as our Institute name. When using the ETSI name as a reference to the Institute, ETSI may be used as a noun (for instance, in a Press Release) and the **symbol TM need not to be used**.

Thus, in order to maintain distinctiveness ETSI trade marks must always be used in a proper manner and ETSI Members shall, therefore, refrain from using ETSI acronyms as names for their equipment or services.

In addition, Members and others should refrain from using, or making application for the registration of, ETSI trade marks (acronyms) either alone, or in combination with, other marks, logos, acronyms or the like, because this will dilute the distinctiveness of the ETSI trade mark.

ETSI hereby authorizes its members to use ETSI trade marks according to the above stated guidelines, and with due acknowledgement concerning ownership by ETSI.

If you have any questions, please do not hesitate to contact the ETSI Legal Adviser.

Yours faithfully,

K. H. Rosenbrock
Director General