

# ETSI TRADE MARKS USAGE GUIDELINES

ETSI has registered logos, words and acronyms as Trade Marks and is, therefore, the sole owner of the following:

|          |                                       |
|----------|---------------------------------------|
| Acronyms | 3GPP<br>DECT<br>LTE<br>TIPHON<br>UMTS |
| Logos    | 3GPP<br>ETSI<br>TIPHON                |
| Word     | FORAPOLIS<br>INTEROPOLIS<br>PLUGTESTS |

The below checklist (Section I) will help the Communications' Cell of the CCM Unite to implement CL 1943 and should be applied whenever COMMUNICATING on the Trade Marks.

COLLECTIVE LETTER 1943 has two functions:

- it formulates the guidelines for ETSI Members to use ETSI Trade Marks, and
- it authorizes the ETSI Members to use them.

These above logos, words and acronyms, which are protected as Trade Marks, should therefore always be used with the symbol<sup>1</sup> "TM" and in the manner described in Section IV below (summary of CL 1943). It is understood that the "TM" symbol shall be introduced only on the FIRST appearance of the word and/or acronym in an article, Press Release etc.

In doing so, the Originality, Exclusivity and Distinctiveness of the Trade Marks will be successfully preserved!

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1. When a Trade Mark is registered, the word, name, logo and acronym registered should systematically appear with either the symbol "TM" or the symbol "®". However, if the Trade Mark is used somewhere else than in the country where it is registered with the symbol "®", the country of registration must be shown in close proximity to the symbol "®". Using the "®" symbol with a Trade Mark that is not registered is an offence. **To avoid any confusion**, and due to the fact that the symbol "TM" indicates that the organization using the mark claims certain rights in it, **it has been decided to always and solely use the symbol "TM"**.

## I. CHECKLIST OF OCCURRENCES WHERE THE TRADE MARKS ARE LIKELY TO BE USED

Electronic Communications:

e fo) sredaeH ,seliT ĩ-mails, documents...)  
E ,stnemucoD fo ydob txeT ĩ-mails and Reports  
ĭ Web Site Pages

Promotional Documentation and Materials:

sesaeleR sserP ĭ  
pupop ,srennab ,sretsop ,stelfaeL ĭstands brochures  
sreyIF ĭ  
seidooG ĭ  
segdaB noitartsigeR ĭ  
,sdap gnitirw) ailanrehtarap eciffO ĭenvelopes...)

For all the above, the rules of use of Section III are applicable and are to be implemented.

## II. ETSI TRADE MARKS APPEARANCE IN PRESS RELEASES & TECHNICAL NEWS

Because Press Releases and Technical News are public papers issued by ETSI and are displayed on our web site for publication consultation over long period of time, they provide the best opportunity for ETSI to fully control and "set the example" for the use of ETSI Trade Marks.

As a result, it is essential to strictly implement the following two rules of use:

### 1. THE "TM" SYMBOL

*The "TM" symbol must APPEAR AT LEAST ONCE on any material in which the Trade Mark appears, preferably where the mark appears first and/or most prominently.*

### 2. THE FOOTNOTES

*In conjunction with the symbol "TM", the following footnotes must be used and must APPEAR AT LEAST ONCE - either at the bottom of the page where the Trade Mark first appears or at the end of the document in the Note to Editors.*

**"DECT<sup>TM</sup>, INTEROPOLIS<sup>TM</sup>, LTE<sup>TM</sup>, PLUGTESTS<sup>TM</sup>, TIPHON<sup>TM</sup> and UMTS<sup>TM</sup>, as well as the TIPHON and the ETSI Logos are registered Trade Marks of ETSI for the benefit of its Members."**

**"3GPP<sup>TM</sup> is a Trade Mark of ETSI registered for the benefit of its Members and of the 3GPP Organizational Partners."**

## III. TRADE MARK DISTRIBUTION

The Communications Cell should always be contacted for the distribution of the proper word, acronyms and logos using the [procedure "to best handle the distribution of ETSI logos/ request for hyperlink"](#).

#### IV. DO'S AND DON'TS FOR THE ETSI TRADE MARKS

|   | ☹<br>One should not refer to:  | ☺<br>One should refer to:  |
|---|--|--|
| <b>AUTHENTICITY</b>   |  |  |
| <p>If the Trade Mark has been registered as a single word, it should be used as such. Nevertheless, it can be used <b>either in capital or lower-case letters</b>.</p> <p>If the Trade Mark has been registered claiming protection of colors, it should be used as such. Nevertheless, <b>logos can be used in black and white or derived colors, if this use is not permanent and preponderant</b>.</p> | <p>“Plugtest” without the final S”.</p> <p>“PLUG-TESTS” in two words.</p>                      | <p>“Plugtests” with a final S”.</p> <p>“PLUGTESTS” in one word.</p>  |
| <b>RECOGNITION</b>  |  |  |
| <p>The ownership of the Trade Mark is recognized by the use of the <b>“TM” symbol</b> immediately placed after the Trade Mark. The “TM” symbol must appear <b>at least once on any material</b> in which the Trade Mark appears, preferably where the mark appears first and/or most prominently.</p> <p>The symbol should be placed <b>either in superscript or subscript</b>.</p>                       |  | <p>“TIPHON<sup>TM</sup>”</p> <p>“DECT<sup>TM</sup>”</p> <p>“UMTS<sup>TM</sup>”</p> <p>“PLUGTESTS<sup>TM</sup>”</p> <p>INTEROPOLIS<sup>TM</sup></p> <p>LTE<sup>TM</sup></p>   |
| <b>FOOTNOTE</b>   |  |  |
| <p>In conjunction with the symbol “TM”, the following footnotes must be used:</p> <p>The footnote should appear <b>at least once - either at the bottom of the page</b> where the Trade Mark first appears <b>or at the end of the document</b>.</p>  |  | <p>“DECT<sup>TM</sup>, INTEROPOLIS<sup>TM</sup>, LTE<sup>TM</sup>, PLUGTESTS<sup>TM</sup>, TIPHON<sup>TM</sup> and UMTS<sup>TM</sup> are Trade Marks of ETSI registered for the benefit of its Members.</p> <p>The TIPHON and the ETSI logos are Trade Marks of ETSI registered for the benefit of its Members.</p> <p>3GPP<sup>TM</sup> is a Trade Mark of ETSI registered for the benefit of its Members and of the 3GPP Organizational Partners.”</p> |
| <b>NO POSSESSIVES</b>   |  |  |
| <p>Since a Trade Mark is not a noun, it must never be used in a possessive form.</p>  | <p>“PLUGTESTS’ results ...”</p> <p>“The M3UA Plugtests was ...”</p> <p>"TIPHON's features"</p> | <p>“The results of a PLUGTESTS<sup>TM</sup> event ...”</p> <p>“The Plugtests<sup>TM</sup> event testing M3UA protocol was ...”</p> <p>"the TIPHON<sup>TM</sup> technology's features".</p>   |
| <b>NO PLURALS</b>   |  |  |
| <p>Since a Trade Mark is not a noun, it must never be used in plural form.</p>  | <p>“PLUGTESTS’ are ... ”</p> <p>"DECTs"</p>  | <p>“PLUGTESTS<sup>TM</sup> events are ...”</p> <p>"DECT cordless telecommunication systems".</p>   |
| <b>NO VERBS</b>   |  |  |
| <p>Since a Trade Mark is not a verb, it must never be used as a verb.</p>   | <p>"TIPHON-ize"</p> <p>"UMTS-standardizing</p>   | <p>“To implement the TIPHON specification.”</p> <p>“to elaborate the UMTS standard”</p>  |

|  |  |  |
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| <b>NO PUNS</b>   |  |  |
| ETSI's Trade Marks represent its Standards, the symbols of ETSI's goodwill world-wide. They should be treated with respect as valuable Institute assets. Accordingly, they should not be used as the object of puns. |  |  |