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# **Connectivity Standards Alliance**

## **Brand Name, Trademark, and Logo**

### **Usage Guidelines and Terms**

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# 1. Introduction

## 1.1 Definitions

**Alliance Technology** or **Alliance Tech**: Shorthand for any Alliance specifications that may be implemented in Products.

**Application** or **App**: A software-based Product that incorporates Alliance Tech either directly or through the use of a Software Component and includes a user-experience layer. This is also defined as a User Interface Component (UIC) in Alliance specifications & certification policies.

**ATL**: Authorized Test Laboratory (also known as “Authorized Test Provider” or “test house”)

**Brand** or **Brands**: Any Alliance trademark, brand name, logo, logo/name combination (“lockup”), or badge that includes an Alliance brand name, logo, or lockup.

**Certification** or **Certified**: Official notice from the Alliance that a Product has been certified or properly registered with the Alliance using any of the Alliance’s programs for such certification or using any other means for Products to be certified or registered as may be outlined in Alliance certification policies or authorized by the Alliance Director of Certifications. Certified is used in reference to any Product that has secured a Certification.

**Container**: A Product (hardware, software, or both) that does not have an applicable certification program, that uses a Software Component (SWC), and as relates to Alliance Tech, is limited to this SWC functionality. Examples of Containers include smartphones and other consumer electronic products that are not otherwise certifiable device types.

**Guidelines**: These Connectivity Standards Alliance Brand Name, Trademark, and Logo Usage Guidelines and Terms. [Note: Each brand’s *Brand Guidelines* (outlining the design requirements for each Brand) are separate from these Guidelines, with links to the latest Brand Guidelines referenced herein].

**Product** or **Products**: Products, offerings, and services which include, but are not limited to, hardware products, software products (e.g.: Software Components as defined in the Alliance specification documents), Applications (pre-loaded or downloadable), silicon, and developer kits.

**Product Materials**: Packaging, labeling, e-commerce sites, literature, or documentation, physical or digital, related to any Product or Products.

**Marketing Materials**: Marketing content or assets, including but not limited to website content, presentations, papers, displays, and social media content, either physical or digital, which may be Product specific or Product agnostic. Also includes Product naming.

**Registration** or **Registered**: A special type of Certification notice from the Alliance’s certification team that an Application or Container using a Certified Software Component has successfully completed a declaration process (i.e.: submission of a physical or digital form). Registered is used in reference to any Product that has secured a Registration.

**Software Component** or **SWC**: Software that incorporates a specific and limited set of Alliance Tech functions. An SWC can be a piece of software that is paired with and Certified against a SOE or it may be embedded in a specific SOE. SWCs are used, accessed, or incorporated into some Products, like Apps and Containers.

**Supported Operating Environment** or **SOE**: A platform abstraction layer, such as an operating system or platform in which an SWC runs.



## 1.2 Overview

These Guidelines define rules for use of the Connectivity Standards Alliance's Brands related Products, Product Materials and Marketing Materials. Any use of Connectivity Standards Alliance ("**Alliance**", "**we**" or "**our**") Brands must be in accordance with these Guidelines. Any use of Alliance Brands not in accordance with these Guidelines is strictly prohibited.

For guidance on brand and logo design, please refer to **Section 6** and the Brand Guidelines for each of the Alliance brands, which can be found, along with other reference materials (like logos themselves) by accessing the Causeway Homepage under the Marketing heading: [Link](#)

Any use of Alliance Brands by any entity other than Alliance members in good standing is strictly prohibited, except as may be permitted by law or these Guidelines.

Please direct any Alliance trademark or logo usage questions not covered in these Guidelines to the Alliance at [help@csa-iot.org](mailto:help@csa-iot.org).

The Alliance reserves the right to modify these Guidelines from time to time, as it deems necessary, by posting on the Alliance's website at [www.csa-iot.org](http://www.csa-iot.org) or by providing other publications or notices. Following publication or notice of any change to these Guidelines, any and all usage of Alliance trademarks and logos must comply with the updated Guidelines.

These Guidelines do not grant any Alliance member or other party any right, license, title, or other interest in or to Alliance trademarks, logos, or other intellectual property. Alliance members are granted a license to Alliance marks and logos in their member agreement, which are subject to and include the additional terms and conditions in these Guidelines.

## 2. Copyright and Disclaimers

Copyright © 2003-2022 Connectivity Standards Alliance. All Rights Reserved.

The Alliance's Brands and all goodwill associated therewith, are the exclusive property of the Alliance.

Specifications published by Alliance are the exclusive property (copyright) of the Alliance and may only be used in a manner as specified by the Alliance.

## 3. Alliance Brand Use Related to Products and Product Materials

Alliance Brands may only be used on Products (and in related Product Materials) that have been Certified with the Alliance by the companies who hold the Product Certification and only for those Certified Products in compliance with these Guidelines. Further, any claims that Products use, are certified to use, or are compliant with Alliance technologies may only be made for Products that have been Certified by the Alliance by the companies who hold the Certification.

If a Product is Certified by the Alliance, the Brand must be included on the Product or in Product Material in a fashion that is visible to the buyer or user. For clarity, this may be achieved in any number of ways, including but not limited to, on product itself, on product packaging, in documentation, on the Product e-commerce page, or in online product specs. Allowable exceptions to this include Products that are



already in-use or in-channel, and which have been or will be upgraded to support an Alliance technology, or where the use of the Brand on a Product is space-prohibitive (such as on a module or circuit board).

For Products that can be purchased online, the Brand should be, to the extent possible, shown in close proximity to where the Product can be directly purchased (e.g.: near an “add to cart” or “buy now” button) or by showing pictures of the Product or packaging with the Brand visible.

Use of the Brand, unless otherwise stated, implies a Product is controllable through the use of Alliance Tech. If a Product is not controllable and, for example, only functions as a controller (such as a Matter Application using an SWC, a TV that includes a Matter controller, or a Zigbee hub that is a coordinator) or a bridge, such a functional parameter must be clearly stated in or on Product Material where the brand is mentioned or logo is shown in a fashion that is visible to the buyer or user.

See **Section 6** for additional rules of use, including brand use reference text and disclaimer language.

Specific use cases, requirements and examples of Brand use follow for Products and Product Materials are set forth below.

Use Case	Requirements	Examples of Brand Use
<p>Company has a Product that has been built using Alliance Tech. Company wants to claim their <b>built Product</b> supports the Alliance Tech and to use its Brand</p>	<ul style="list-style-type: none"> <li>Product must be Certified</li> <li>Company must be a member of the Alliance</li> </ul>	<p>Product itself and Product &amp; Marketing Materials can use the Alliance Brand when Certified</p> <ul style="list-style-type: none"> <li>The GoUp window shade line-up includes Zigbee technology</li> <li>Our smart-home sensors are now Smart Energy compliant</li> <li>TempCo’s Matter smart thermostats can help you save energy</li> <li>Our bridge supports both Matter &amp; Zigbee to connect all the devices in your smart home</li> <li>Our certified Matter module speeds development of Matter-capable products.</li> <li>Brand logos can be used on all Certified Product hardware, on packaging and any Product Material</li> <li>Our light bulbs are now Product Security Verified.</li> <li>The BuildBeavers lighting kit will include a Product Security Verified lightbulb.</li> <li>The BuildBeavers HVAC system is Product Security Verified, e.g., “the temperature sensors, power monitoring sensor, and the humidity control sensor within this system are all Product Security Verified”</li> </ul> <p>Note: Use of Brand on Product and Product Materials (e.g., to prep the supply chain) before official Certification is at Company’s own risk. Use of the Brand on Product/Product Materials without Certification is prohibited.</p>
<p>Company wants to claim its Product supports Alliance Tech and to use its Brand; but <b>Product is not yet Certified</b></p>	<ul style="list-style-type: none"> <li>Company must be a member of the Alliance</li> <li>Claim must be forward-looking &amp; cannot suggest or imply Product is compliant, certified,</li> </ul>	<p>Use must be limited to Marketing Material, noting any functional parameters</p> <ul style="list-style-type: none"> <li>Our xOS version 19 will support Matter this fall, allowing the set up and control of Matter devices</li> <li>We plan to use Matter to control smart home devices across all our SmartCold refrigerators</li> </ul>

Use Case	Requirements	Examples of Brand Use
<p><b>or Registered.</b> (applies to any Product type)</p>	<p>or currently supports Alliance Tech</p> <ul style="list-style-type: none"> <li>Product or Product Material in the market cannot use Alliance Tech Brand prior to Certification or Registration</li> </ul>	<ul style="list-style-type: none"> <li>We'll upgrade FunCity gaming consoles next year to GlowOS, which will include Matter</li> <li>Our plans for the HomeRun app include adding Matter for in-home device controls</li> <li>We plan to support Zigbee in our new line of window shades</li> <li>Our smart-home sensors are planned to be Product Security Verified starting next year.</li> <li>Website talking about future / planned capabilities can use the Brand – both logo &amp; name.</li> </ul> <p>Reminder: Only Certified or Registered Product may use Alliance Brands on Product or Product Material</p>
<p>Company has its own SWC that will operate with the SOEs (owned by company or a 3<sup>rd</sup> party) against which it was certified. Company wants to claim its <b>SWC</b> supports an Alliance Tech and to use its Brand</p>	<ul style="list-style-type: none"> <li>SWC must be Certified</li> <li>If the claim will also include the types of SOEs with which the SWC will operate, SWC Certification must be done with each such SOEs</li> <li>Company must be a member of the Alliance</li> </ul>	<p>SWC Product &amp; Marketing Materials can use the Alliance Brand, noting the functional parameters</p> <ul style="list-style-type: none"> <li>Our developer tools support Matter and allow you to build Matter controller apps for iOS and Android</li> <li>xOS version 19's SDK &amp; API library lets you build apps to set up &amp; control Matter devices.</li> <li>Developer site or tools can use Alliance Brand (noting, e.g., "allows you to build apps that can set up &amp; control Matter devices")</li> </ul>
<p>Company has Container(s) that will use an SWC+SOE combo (owned by a company or a 3<sup>rd</sup> party). Company wants to claim the <b>Container or the "Platform" (the SWC/SOE combo)</b> support an Alliance Tech and to use its Brand</p>	<ul style="list-style-type: none"> <li>SWC being used must be Certified, this must be done for each SOE with which the SWC will operate</li> <li>Each Container which includes any SWC/SOE combination for which a support claim is made, or an Alliance technology brand will be used must be Registered</li> <li>Container must not otherwise be a device type for which there is a Certification program</li> <li>Container using the SWC for which a support claim is made must make the SWC functionality available to the user</li> <li>Company must be a member of the Alliance</li> </ul>	<p>Container(s) Product &amp; Marketing Materials can use the Alliance Tech Brand, noting the functional parameters</p> <p><i>Examples for "controller type" Containers:</i></p> <ul style="list-style-type: none"> <li>xOS version 19 now supports Matter, so you can setup &amp; control Matter devices</li> <li>A HomeCo smart display or speaker uses Brand on packaging, noting: "supports set up &amp; control of Matter devices"</li> <li>All our SmartCold Refrigerators can control Matter devices in your home</li> <li>SmartCold Refrigerators use Alliance Brand on packaging, noting: "supports control of Matter devices"</li> </ul> <p><i>Examples for "media type" Containers:</i></p> <ul style="list-style-type: none"> <li>The new MegaTV supports Matter</li> <li>MegaTVs use Alliance Brand on packaging (as Matter controllable devices)</li> </ul> <p><i>Examples for "Platform" Container claim:</i></p> <ul style="list-style-type: none"> <li>The FunCity gaming console runs the GlowOS, which now supports Matter, so you can control Matter devices in your home.</li> <li>FunCity gaming consoles use the GlowOS brand on packaging, and can use the Alliance Brand noting, e.g., "includes the Glow OS, which supports control of Matter .devices"</li> </ul>

Use Case	Requirements	Examples of Brand Use
<p>Company develops App directly (without the use of an SWC). Company wants to claim the <b>App</b> supports an Alliance Tech and to use its Brand</p>	<ul style="list-style-type: none"> <li>• App must be Certified (for clarity, there would need to be an app developed &amp; therefore certified for each SOE (i.e.: operating system)</li> <li>• The App functionality will be limited to that as defined for a SWC.</li> <li>• Company must be a member of the Alliance</li> </ul>	<p>App Product &amp; Marketing Materials can use the Alliance Brand, noting the functional parameters. This may be for a generic app or a Product specific app.</p> <ul style="list-style-type: none"> <li>• Our HomeRun App supports Matter, allowing you to set up and control any manufacturer’s Matter devices in your home. The HomeRun app is available for both iOS and Android.</li> <li>• Our LightsOn App for Alexa now supports Matter. Control Matter-enabled lights just by using your voice.</li> </ul>
<p>Company develops App using a (3<sup>rd</sup> party or own) SWC. Company wants to claim the <b>App</b> supports an Alliance Tech and to use its Brand</p>	<ul style="list-style-type: none"> <li>• App must be Certified.</li> <li>• The SWC in use must be certified. If the SWC used by or contained within the app has not yet been certified, it must first be certified as a new SWC against the appropriate SOE(s) the App+SWC will run on.</li> <li>• The App functionality will be limited to that as defined for a SWC.</li> <li>• Company must be a member of the Alliance</li> </ul>	<p>App Product &amp; Marketing Materials can use the Alliance Tech Brand, noting the functional parameters</p> <ul style="list-style-type: none"> <li>• The RunItAll app for xOS 19 now supports Matter for setup &amp; control of all your home’s Matter devices.</li> <li>• Want to control Matter-enabled TVs right from your phone? Download the TeeVeeApp with a built-in Matter TV controller for iOS or Android.</li> </ul>
<p>Company’s Product will be over-the-air (OTA) upgradeable to support Alliance Tech. Company wants to claim <b>upgradeable Product</b> supports Alliance Tech and to use its Brand</p>	<ul style="list-style-type: none"> <li>• Product must be Certified against the version of software that users will be able to upgrade the product to</li> <li>• Upgrade must be available to users “out of the box / on “Day 0” if the product carries the Alliance Tech brand, and/or when the product is first promoted as supporting Matter in Product or Marketing Materials</li> <li>• Company must be a member of the Alliance</li> </ul>	<p>Product already in-market (on shelves, in homes) &amp; upgradeable, can use the Brand for Product Materials once Product + OTA SW version has been Certified</p> <ul style="list-style-type: none"> <li>• Now your current HomeHub supports Matter, click here to update your software</li> </ul> <p>New-to-Market Product, OTA upgradeable out-of-the-box / “Day 0”, can use the Brand on Product and Product Materials once Certified.</p> <ul style="list-style-type: none"> <li>• Your new HomeHub supports Matter, click here to update your software</li> <li>• HomeHub product and packaging can use Brand</li> </ul> <p>Note: Use of Brand on Product and Product materials (e.g., to prep the supply chain) before official Certification is done at Company’s own risk. Use of the Brand on Product/Product Materials in-market without Certification or user-accessible Alliance Tech functionality is prohibited</p>

#### 4. Alliance Brand Use related to Marketing Materials

The Alliance encourages the use of Alliance Brands in member Marketing Materials to raise consumer and customer awareness of Alliance Technology and to allow members to market their support of such technology and active participation in the Alliance.



The Alliance Brands may only be used for marketing, positioning, and Product naming by Alliance member companies in good standing, in conformance with these Guidelines.

Any marketing statements, positioning, Product naming or use of Alliance Brands that suggest in any way a Product or Products is/are Certified is strictly prohibited unless the Product in question is, in fact, Certified. Refer to **Section 3** for Alliance Brand use related to Product.

See **Section 6** for additional rules of use, including brand use reference text and disclaimer language.

Specific use cases, requirements and examples of Brand use follow for Marketing Materials.

Use Case	Requirements	Examples of Brand Use
<p>Company wants to claim <b>Company plans to support</b> Alliance Tech and wants to use its Brand.</p>	<ul style="list-style-type: none"> <li>Company must be a member of the Alliance</li> <li>Claim must be forward-looking &amp; cannot suggest or imply any Company Products are compliant, certified, or currently supports the Alliance Tech</li> </ul> <p>Note: Any non-member desiring to make a claim should contact <a href="mailto:marketing@csa-iot.org">marketing@csa-iot.org</a> to discuss such circumstances</p>	<p>Marketing Materials can use the Alliance Brand, noting any limitations or parameters for Company support</p> <ul style="list-style-type: none"> <li>NewCo will support Zigbee across all Smart Home product lines</li> <li>We are committed to making Matter available to our developer community</li> <li>Our integrated modules will include both Matter and Zigbee later this year</li> <li>We plan to support Matter as an upgradable capability</li> <li>We are committed to achieving Product Security Verified for all new products</li> </ul>
<p>Company wants to claim <b>Company or Company's Product(s) currently support</b> Alliance Tech and wants to use its Brand</p>	<ul style="list-style-type: none"> <li>Company must be a member of the Alliance</li> <li>Any functional parameters or limitations of support should be noted (e.g.: functionality limited to SWC functions)</li> <li>Company must have Certified or Registered Products using Alliance Tech</li> </ul>	<p>Marketing Materials can use the Alliance Brand, noting any limitations or parameters for Company support</p> <ul style="list-style-type: none"> <li>We are committed to Zigbee across our entire portfolio</li> <li>Our product supports / is built with Matter</li> <li>Our application is capable of controlling Matter devices</li> <li>Product is Zigbee capable</li> <li>Our Developer Kit supports Matter, so you can develop apps that set up and control Matter devices</li> </ul> <p>Note that while Alliance technology marks may be used in this way, Alliance technology badges, if they exist, should only be used on Products or Product Materials, or Marketing Materials related to specific, Certified (or Registered) products.</p>
<p>Company wants to <b>engage in general marketing efforts or activities about an Alliance Tech</b> and wants to use its Brand</p>	<ul style="list-style-type: none"> <li>Company must be a member of the Alliance</li> <li>Company must support or have plans to support Alliance Tech (with Certified Products) and</li> <li>If Company has plans to support (not currently supporting) an Alliance Tech, marketing cannot suggest or</li> </ul>	<p>Marketing Materials can use the Alliance Brand, without suggesting or implying more than Company currently supports with respect to the Alliance Tech.</p> <ul style="list-style-type: none"> <li>Alliance Tech explainer content</li> <li>Use of Alliance Brand at tradeshow or events</li> <li>Use of Alliance Brand on websites or on social media</li> </ul>



Use Case	Requirements	Examples of Brand Use
	<p>imply Company has compliant or certified Products</p>	
<p>Company wants to enable 3<sup>rd</sup> party retailers to engage in <b>3<sup>rd</sup> party retail marketing about Company's Alliance Tech</b> and wants retailer to use the Alliance Brand</p>	<ul style="list-style-type: none"> <li>Company must be a member of the Alliance</li> <li>Company must have Certified or Registered Products using Alliance Tech</li> </ul> <p>and</p> <ul style="list-style-type: none"> <li>Company must ensure 3<sup>rd</sup> party retailer complies with Alliance Brand Guidelines</li> <li>Retailer's use of Brand on Product Material should be limited to Company's Product.</li> </ul>	<p>Marketing Materials can use the Brand name as relates to Company's Products and may also generally market that Alliance tech (non-Product specific).</p> <ul style="list-style-type: none"> <li>The MegaTV's Matter-enabled TV is on sale now at HomeStore (and may use logo related to this)</li> <li>HomeStore now offers Matter products (and may use logo related to this)</li> </ul> <p>Retailer may also use Brand for Product Material specifically relating to Company's product</p> <ul style="list-style-type: none"> <li>Click here to see TempCo's Matter Thermostat Technical Product Specifications</li> <li>May use Matter logo on the ecommerce page near (and clearly related to) TempCo's Matter Thermostat</li> </ul>
<p>Company has a Product / Product line that uses several techs, including Alliance Tech. Company wants to <b>use Alliance Tech brand name as part of a Product designation.</b></p>	<ul style="list-style-type: none"> <li>Company must be a member of the Alliance</li> <li>Product must be Certified</li> <li>Use of Alliance Tech Brand is essential to understanding the primary purpose of the Product</li> </ul> <p>and</p> <ul style="list-style-type: none"> <li>Alliance Tech Brand cannot be used as part of Company's trademark or brand name</li> <li>Alliance Tech brand cannot be modified, shortened, or used as a "coined term"</li> </ul>	<p>Product Materials and Marketing Materials can use the Alliance Tech brand name descriptively, to distinguish Alliance Tech product variant from other technologies</p> <ul style="list-style-type: none"> <li>TempCo's <i>SmartTemp Matter Thermostat</i></li> <li>The <i>Matter HubPro</i> by NewCo</li> <li>BlindCo's <i>SunRise Smart Blinds - Zigbee</i></li> </ul> <p>Remember: use of Alliance Tech brand names modified in any way or incorporated into Company's Product brand name is prohibited</p>
<p>Company wants to claim <b>Company is contributing to / working on Alliance Tech</b> as part of the Alliance and wants to use its Brand</p>	<ul style="list-style-type: none"> <li>Company must be a member of the Alliance</li> <li>Company is a member of the applicable Alliance working group</li> <li>Claim is accurate &amp; correct (as validated in writing in advance by the Alliance)</li> </ul> <p>and</p> <ul style="list-style-type: none"> <li>Claims cannot include superlatives about contributions or comparatives to others</li> </ul>	<p>Marketing Materials can make truthful claims that reflect the Alliance's focus on collaboration and community</p> <ul style="list-style-type: none"> <li>Company is a participant in Matter standards development</li> <li>Company is contributing to the Zigbee specification</li> <li>Our security experts are working on Matter's security capabilities side by side with other industry security experts</li> </ul> <p>Remember: Making unsubstantiated or superlative claims (e.g.: the "most", the "leading"), or attributing roles in or contributions to the standard as a member company's exclusive privileges are prohibited</p>
<p>Company wants to use Alliance Tech Brand in a website URL or social handle</p>	<ul style="list-style-type: none"> <li>Company must be a member of the Alliance</li> <li>Alliance Tech Brand is used only for a directory page</li> </ul> <p>Company must also:</p> <ul style="list-style-type: none"> <li>Be a member of the applicable Alliance working group</li> </ul> <p>or</p>	<p>Websites can have unique directory pages to make their Alliance Tech Products easier to find and use:</p> <p><a href="http://www.NewCo.com/products/zigbee">www.NewCo.com/products/zigbee</a></p> <p><a href="http://www.DevCo.com/developertools/matter">www.DevCo.com/developertools/matter</a></p> <p>Remember: Alliance brands cannot be directly used as website domains or incorporated into domains or subdomains (these uses, for example, are prohibited: <a href="http://www.newco.matter.com">www.newco.matter.com</a>; <a href="http://www.matter.newco.com">www.matter.newco.com</a>, or</p>





Use Case	Requirements	Examples of Brand Use
	<ul style="list-style-type: none"> <li>• Have Certified Product(s) for Alliance Tech</li> </ul> URLs shall conform to the following: <ul style="list-style-type: none"> <li>• Alliance Tech brand names cannot be used as or as part of a Company’s domain name, nor used as a subdomain</li> <li>• Alliance Tech brand names cannot be used as part of a Company’s social handle</li> </ul>	<a href="http://www.learnaboutmatter.com/newco">www.learnaboutmatter.com/newco</a> ), nor can they be used in social handles (e.g.: @NewCoMatter is prohibited)

## 5. Use of the Connectivity Standards Alliance Name and Brand

The Connectivity Standards Alliance name should always be used first in its full and proper form (“Connectivity Standards Alliance”) and written as a proper noun (i.e., capital “C”, “S”, and “A”) regardless of where the name falls in a sentence. After its first reference, the Connectivity Standards Alliance can be referred to as “Alliance” or “the Alliance”. The shorthand “CSA” should never be used.

When using the Connectivity Standards Alliance Brand logo, it should only be used in “lockup” form (which includes both the stylized “CSA” monogram and the full name “Connectivity Standards Alliance” in either vertical or horizontal lockup). The stylized CSA monogram should never be used stand-alone. Please refer to the Connectivity Standards Alliance Brand Guidelines for additional details, which can be found, along with other reference materials (like logos themselves) by accessing the Causeway Homepage under Marketing: [Link](#).

## 6. Alliance Brands and Other Rules of Use

### 6.1 Proper Use of the Connectivity Standards Alliance Trademarks and Logos

#### 6.1.1 Size, Spelling and Design

All usage of Alliance Brands must meet the requirements outlined in the related Alliance Brand Guidelines (e.g.: color, shape, spacing, aspect ratio). Alliance Brands should not be displayed in a size so small that any design feature is lost and should appear in exactly the same spatial relationships as set forth in their respective brand guidelines. Alliance Brands must be used exactly as set forth therein, without any variation, including, without limitation, similar marks, phonetic equivalents, translations, and abbreviations.

Details regarding the specific applications, design requirements, and various file format types can be found, along with other reference materials (like logos themselves) by accessing the Causeway Homepage under Marketing: [Link](#).



### **6.1.2 When to use ® or ™:**

When referring to any Alliance Brand name in body copy/text, use the brand name together with the symbol that denotes the appropriate status of the trademark in the relevant jurisdiction, as applicable (e.g., ® or ™) the first time you refer to the Alliance brand name. If you are unsure whether you should use the ® symbol or the ™ symbol, use the ™ symbol.

### **6.1.3 Reference / Disclaimer Text:**

Use of Alliance Brands require the use of the following text:

*“[ALLIANCE BRAND] is developed by the Connectivity Standards Alliance™. This brand, related logos, and marks are trademarks of the Alliance, all rights reserved.”*

If other third party trademarks are used as well, a more generic statement noting third party ownership of all trademarks is also acceptable. For example:

*“All third-party brands (including brand names, logos, trademarks and icons) remain the property of their respective owners.”*

For clarity, this text is not intended for use on Products themselves, but rather would be used in related Product Materials or more generally in Marketing Materials in which Alliance Brands are used.

## **6.2 Prohibited Uses of Alliance Trademarks, Brands, and Logos**

In addition to the uses prohibited elsewhere in these Guidelines, Alliance Brands may not be used in the following ways:

- To identify Products or services that are not Certified by the Alliance;
- To label Products in a manner that may imply that the Product or service has been certified by the Alliance when it has not;
- As part of an Internet domain name, company name, trade name or commercial name, unless otherwise expressly allowed as part of these Guidelines;
- In whole or in part as any sort of “coined term” or to create a new word, name, brand or trademark (e.g.: “Matter-ize”, “Zigbee-ify”, “Matterhorn” or “Zig-switch”), or for the purposes of language translation;
- In a manner that violates or is counter to Alliance-published Brand Guidelines or these Guidelines (e.g.: using the Brand names, trademarks or logos in different colors or aspect ratios);
- In a manner that confuses, will likely cause confusion or may cause confusion over whether a Product or service is certified by the Alliance;
- In a manner that would imply the Alliance’s affiliation with, endorsement of, sponsorship, support, or Certification (other than Products Certified by the Alliance) of a third-party Product or service;
- In a manner likely to jeopardize or adversely affect the validity or enforceability of, or otherwise infringe, dilute, misappropriate, or impair the Alliance’s rights in its Brands or other intellectual property rights;



- In a manner that disparages or defames the Alliance or any other person or entity, or in any other manner that is derogatory, negative, unlawful, encourages unlawful behavior, harassing, threatening, invasive of another's privacy, abusive, harmful, vulgar, tortuous, misleading, libelous, obscene, pornographic, excessively violent, or otherwise in poor taste, infringing or otherwise objectionable in any manner;
- In a manner that might diminish, dilute, or attempt to dilute, directly or indirectly, the value of goodwill in any Alliance Brands or other intellectual property rights; and
- In connection with any unlawful activities or to encourage unlawful activities.

### 6.3 Alliance Brands

Following are the current Alliance Brand names, logos, and special usage notes. All the brand names and logos noted may be used as outlined in these Guidelines on Certified Products and Product Materials as well as in Marketing Materials in the formats shown here or other allowable formats as outlined in each Brand's respective Brand Guidelines.

Alliance Brand		Special Usage Notes
Text Name	Logo	
Zigbee		<p>Zigbee is always written with a capital 'Z', and a lowercase "b". When stating "Zigbee technology," never capitalize the "t" in technology. Treat Zigbee as a proper noun, but use it as an adjective (e.g., Zigbee standard). It is permissible to use the stylized Z logo by itself.</p> <p>For Certified Products and Platforms, the use of the Zigbee logo with the Certified Product or Compliant Platform tagline may be optionally used.</p> <p><a href="#">Zigbee Direct Branding Recommendations</a></p>
Matter		<p>Matter is always written with a capital 'M'. When stating "Matter technology" or "Matter protocol" never capitalize the "t" or the "p". Treat Matter as a proper noun, but use it as an adjective (e.g., Matter standard). It is permissible to use the Matter logo by itself.</p>
Aliro		<p>Aliro is always written with a capital 'A'. When stating "Aliro technology" or "Aliro protocol" never capitalize the "t" or the "p". Treat Aliro as a proper noun, but use it as an adjective (e.g., Aliro standard). It is permissible to use the Aliro logo by itself.</p>
Smart Energy		<p>Always use a capital "S" and "E" when referring specifically to Smart Energy. It is acceptable to also use the term "Zigbee Smart Energy".</p>



		<p>It is not permissible to use only the circle green tree trademark or logo by itself. The Smart Energy logo must always be accompanied by the tagline “by connectivity standards alliance”.</p> <p>For Smart Energy Certified Products, the use of the Smart Energy logo with the tagline “Certified by Connectivity Standards Alliance” may be optionally used.</p>
Green Power		<p>Always use a capital “G” and “E” when referring specifically to Green Power. It is acceptable to also use the term “Zigbee Green Power”.</p> <p>It is not permissible to use only the green leaf trademark or logo by itself. The Green Power logo must always be accompanied by the tagline “by connectivity standards alliance”.</p> <p>For Green Power Certified Products, the use of the Smart Energy logo with the tagline “Certified by Connectivity Standards Alliance” may be optionally used.</p>
Dotdot		<p>Dotdot is written with a capital ‘D’ at the beginning regardless of where it falls in a sentence or title. The second “d” is never capitalized. Treat Dotdot as a proper noun, but use it as an adjective (e.g., Dotdot standard).</p>
rf4ce		<p>Each letter in rf4ce is always lowercase, unless beginning a sentence. In titles, do not capitalize rf4ce.</p>
JupiterMesh		<p>JupiterMesh is always written with a capital “J” and capital “M” within the word.</p> <p>It is NOT permissible to use the blue orb by itself.</p>
Connectivity Standards Alliance		<p>Connectivity Standards Alliance is always written with a capital “C”, “S” and “A”. It is not permissible to use the shorthand “CSA”, rather only “Alliance” or “the Alliance”. It is also not permissible to use the stylized CSA monogram by itself.</p>
Verified by Connectivity Standards Alliance™	 	<p>There are two types of marks; a Corporate Mark, which can be used when talking about The Alliance and the business, and a Product Mark which will always be locked up with a solution (e.g., Product Security).</p> <p>When Verified is written, preceding “by Connectivity Standards Alliance™” it is always written with a capital “V” and followed by “TM” in superscript.</p>



## 7. Additional Terms and Conditions Related to Use of the Brands by Alliance Members

### 7.1 Limited Use Grant

The right to use Connectivity Standards Alliance ("Alliance") brand names, trademarks and logos in the member agreement grants such member a limited, non-exclusive, non-transferable, non-sublicensable, worldwide, revocable, temporary license to use the Alliance brand names, trademarks and logos solely for the promotion and sale of Certified Products, Product Materials, and other Marketing Materials; provided member: (a) complies with all applicable laws and regulations and all terms and conditions of the Guidelines, including, without limitation, the restrictions in **Section 7.2** below; (b) prominently displays the appropriate trademark or copyright notice on all versions of the Alliance brand names, trademarks and logos (e.g., ® where a registered trademark,™ where a unregistered trademark and © "year of first publication" Connectivity Standards Alliance where a copyright) or, if the disclosure of the Alliance brand names, trademarks and logos is for an academic, non-commercial purpose, clearly attribute the Alliance brand names, trademarks and logos to the Alliance (e.g., "Alliance brand name, trademark or logo" is a trademark of Connectivity Standards Alliance); (c) only uses the Alliance brand names, trademarks and logos in accordance with the then-current version of these Guidelines, which may be updated by the Alliance from time-to-time without notice to member; and (d) adheres to a level of quality at least as high as the highest standard used by the member in connection with its own products and in connection with the use of any trademarks that member may own, develop or acquire. If member wants to expand the scope of the limited license beyond that which is granted herein, member should contact the Alliance, and the member and Alliance must execute an amendment to the member agreement related to such expanded use.

### 7.2 Restrictions

Alliance reserves all rights in Alliance brand names, trademarks and logos not expressly granted to member. Without limiting the generality of the foregoing, the scope of this limited license does not permit member to, in whole or in part, and member acknowledges and agrees that it shall not, directly or indirectly: (a) sublicense, resell, otherwise transfer, rent, lease or lend the Alliance brand names, trademarks and logos; (b) alter or modify the Alliance brand names, trademarks and logos in any way; (c) use the Alliance brand names, trademarks and logos as part of member's name or identity, use any name or mark confusingly similar to the Alliance brand names, trademarks and logos or otherwise utilize the Alliance trademarks and logos in a manner intended to link or associate member or member's products or services in any manner with Alliance; (d) combine the Alliance brand names, trademarks and logos with any other graphic or textual elements; (e) use the Alliance brand names, trademarks and logos as a design element of any other logo or trademark; (f) use Alliance brand names, trademarks and logos in any manner that might disparage or injure Alliance's reputation; (g) use Alliance brand names, trademarks and logos on any website or in any way that is in violation of any applicable laws or governmental regulations, in particular, all laws and regulations pertaining to proper protection, use and designation of trademarks in any countries in which the Alliance brand names, trademarks and logos are used; (h) adopt, use, display, apply, advertise or register any corporate name, trade name, trademark, trade dress, domain name, universal resource locator (URL) or color scheme which is the same as or confusingly similar to any of the Alliance brand names, trademarks and logos; (i) oppose, cancel, or contest any trademark registration or application of Alliance and/or any of its affiliates in relation to any of the Alliance brand names, trademarks and logos, in the United States or elsewhere, or any application for extension of such rights; or (j) use or register in the United States or in any country any trademark: (1) substantially similar to or confusing with any of the Alliance brand names, trademarks and logos; or (2) for purposes of, or with the result of, diluting any of the Alliance brand names, trademarks and logos.



### **7.3 Ownership of the Alliance Brand Names, Trademarks and Logos**

All right, title, and intellectual property rights in and to the Alliance brand names, trademarks and logos, including but not limited to trademark and copyright rights (including all copies of the Alliance brand names, trademarks and logos) and all goodwill associated therewith are owned by Alliance and its licensor(s), if any.

### **7.4 Breach and Termination**

Any breach of these Guidelines by a member shall constitute a breach under the member agreement. Alliance may terminate member's use of the Alliance brand names, trademarks and logos following the member's material breach of these Guidelines, provided that member does not cure such material breach within ten (10) days following Alliance's written notice of such breach. Upon termination of a member's rights under these Guidelines, member shall immediately cease any and all use of the Alliance brand names, trademarks and logos, destroy all copies of the Alliance brand names, trademarks and logos within its control (including removing all Alliance brand names, trademarks and logos on member's products available for sale including if those products have been shipped for sale prior to the termination), and remove any reference of the Alliance brand names, trademarks and logos, including but not limited to from all published or electronic materials and its websites.

### **7.5 No Warranties**

**MEMBER ACKNOWLEDGES AND AGREES THAT THE ALLIANCE BRAND NAMES, TRADEMARKS AND LOGOS ARE PROVIDED "AS IS" AND WITH NO WARRANTIES WHATSOEVER, WHETHER EXPRESS, IMPLIED OR STATUTORY, INCLUDING, BUT NOT LIMITED TO ANY WARRANTY OF MERCHANTABILITY, NONINFRINGEMENT, FITNESS OF ANY PARTICULAR PURPOSE, THAT THE ALLIANCE BRAND NAMES, TRADEMARKS AND LOGOS ARE VALID, ENFORCEABLE, OR FREE FROM DEFECTS, OR ANY WARRANTY OTHERWISE ARISING OUT OF THE ALLIANCE BRAND NAMES, TRADEMARKS AND LOGOS AND/OR THE GUIDELINES. THE MEMBER'S USE OF THE ALLIANCE BRAND NAMES, TRADEMARKS AND LOGOS IS SOLELY AT THE MEMBER'S OWN RISK.**

### **7.6 Third Party Rights**

Use of certain elements of the Alliance brand names, trademarks and logos may be subject to third party intellectual property rights, including without limitation, trademark, and copyright rights. Alliance is not responsible and shall not be held responsible in any manner for identifying or failing to identify any or all such third party intellectual property rights.