
Trademark and Logo Usage Guidelines and Terms

Introduction

These **Connectivity Standards Alliance** Trademark and Logo Usage Guidelines and Terms (“**Guidelines**”) define rules for use of **Connectivity Standards Alliance’s** trademarks and logos by **Connectivity Standards Alliance** (“**Alliance**” or “**the Alliance**”) members, including on products, collateral, and other marketing materials. Any use of **Alliance** trademarks and logos must be in accordance with these Guidelines. Any use of **Alliance** trademarks or logos not in accordance with these Guidelines is strictly prohibited.

For guidance on design, please reference the **Alliance’s** Brand Guidelines: [Link](#)

Any use of **Alliance** trademarks or logos by those other than **Alliance** members is strictly prohibited, except as may be permitted by law.

Please direct any **Alliance** trademark or logo usage questions not covered in these Guidelines to the **Connectivity Standards Alliance** at help@zigbee.org.

The **Alliance** reserves the right to modify these Guidelines from time-to-time as it deems necessary by posting on the **Alliance** website at www.zigbee.org or by providing other publication or notice. 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 Zigbee marks and logos in their member agreement, which are subject to and include the additional terms and conditions in these Guidelines.

Copyright, Ownership and Disclaimer

Copyright © 2003-2017 **Connectivity Standards Alliance**. All Rights Reserved.

Alliance's trademarks and logos, and all goodwill associated therewith, are the exclusive property of the **Alliance**.

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

Specifications published by **Alliance** may be subject to third party intellectual property rights, including without limitation, patent, trademark and copyright rights, and the owner of such intellectual property rights may or may not be a member of the **Alliance**. **Alliance** members are not required to disclose their intellectual property rights in connection with a specification. Accordingly, the **Alliance** is not responsible for identifying or failing to identify any or all such third party intellectual property rights.

Prohibited Uses of Alliance Trademarks and Logos

In addition to the uses prohibited elsewhere in these Guidelines, and by any separate, written agreement signed by the **Connectivity Standards Alliance (“Alliance” or “the Alliance”)**, Alliance trademarks and logos 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;
- In conjunction with other terms such as "Zigbee Inside," "Zigbee Compatible," "Works with Zigbee", "Zigbee Ready, "Zigbee Router," or any other similar designation, declaration, affirmation, labeling or packaging that may imply that the product or service has been certified by the Alliance, whether or not the product has been certified by the Alliance. Certified products must be labeled as “Zigbee Certified” or “Zigbee Compliant Platform” as appropriate, or use the Zigbee Certified Product or Zigbee Compliant Platform logo after the appropriate certification has been obtained from the Alliance;
- As part of a third party’s trademark (example: do NOT use, “Company X Zigbee Gateway”);
- In combination with other non-Alliance trademarks or logos (example: do NOT use “BrandX Zigbee” as a product name);
- In combination with other words, symbols, or numbers either as one word or with a hyphen (example: do NOT use, “ZIGBEE-X95” as a product name or model number);
- As part of an Internet domain name, company name, trade name or commercial name;
- 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 Alliance’s affiliation with or endorsement, 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 trademarks, logos 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 trademarks, logos or other intellectual property rights; and
- In connection with any unlawful activities or to encourage unlawful activities.

The Alliance expressly reserves all rights, legal, equitable or otherwise, including the right to revoke permission to use the Alliance trademarks and logos and to terminate any applicable agreement(s), and the right to initiate formal legal action without further notice, in connection with any uses of Alliance trademarks or logos that are prohibited either by these Guidelines or by any applicable agreement, or are contrary to any relevant laws or regulations.

Use of the Alliance Trademarks and Logos in Manufactured Products and Services

To the extent a product or service contains components or elements that are certified by the Connectivity Standards Alliance, the entire product or service must be certified by the Connectivity Standards Alliance in order to label the product or service and associated packaging as a "Zigbee Certified" product or service. Furthermore, unless the entire product or service is certified by the Alliance, particular components or elements of product or service cannot be identified as "Zigbee Certified" (even if those components or elements themselves are certified by the Alliance).

If an Alliance member provides a component or element (that is certified by the Connectivity Standards Alliance) to the manufacturer of an entire product or service, such Alliance member must promptly notify the Alliance in writing if such member knows or has reason to believe that Zigbee trademarks and/or logos are used with entire product or service in a manner not compliant with these Guidelines. In the event of any non-compliance with this paragraph, representatives from the Alliance and the applicable Alliance member will attempt to resolve such non-compliance. If the Alliance and the applicable non-member are not able to resolve the matter of non-compliance on terms reasonably acceptable to the Alliance, the applicable member's membership in the Alliance may be terminated.

Proper Use of the Connectivity Standards Alliance Trademarks and Logos

Spelling:

The Alliance trademarks and logos must be used exactly as set forth herein, without any variation, including, without limitation, similar marks, phonetic equivalents and abbreviations.

Size:



The design and/or logo of Alliance trademarks and logos should not be displayed in a size so small that any design feature or the registered or unregistered status symbol of the trademark or logo is lost and should appear in exactly the same spatial relationships as set forth in the graphic samples set forth herein. A design or logo should appear by itself, in a reasonable size. For additional guidance please refer to the Alliance [Brand Guidelines document](#)

When to use ® or TM:



When referring to any Connectivity Standards Alliance trademark in body copy/text, always use the term together with the symbol that denotes the appropriate status of the trademark in the relevant jurisdiction, as applicable (e.g., ® or TM), and which may be notified by the Alliance in writing from time to time. If you are unsure whether you should use the ® symbol or the ™ symbol, you must use the ™ symbol. It is only necessary to use the ® or ™ mark the first time you refer to the Alliance trademark.

The Alliance trademarks and logos set forth below must only be used as indicated below.

Connectivity Standards Alliance



| Trademarked Logo/Text | When to Use |
|--|---|
|   | <p>This trademark and logo must only be used in contexts referring to the Alliance (e.g., in industry presentations, collateral, etc.).</p> |
| <p>Connectivity Standards Alliance</p> | <p>This trademark must only be used in contexts referring to the Connectivity Standards Alliance (e.g., in industry presentations, collateral, etc.).</p> <p>“Connectivity Standards Alliance” is written as a proper noun, <i>i.e.</i>, capital “C”, “S” and a capital “A” regardless of where they fall in a sentence. Even when “Alliance” stands alone in a sentence, it is capitalized if the term refers to the Connectivity Standards Alliance. Examples:</p> <ul style="list-style-type: none"> • They work on certification at the Alliance. • As a part of the Connectivity Standards Alliance, members develop technology for the IoT. |

Dotdot Technology and Certification


| Trademarked Logo/Text | When to Use |
|--|---|
|   | <p>These Dotdot trademarks and logos can be used on a product, its packaging, or in any related collateral only if that product has achieved Dotdot certification from the Connectivity Standards Alliance.</p> <p>These Dotdot trademarks and logo can be used when referring to the Dotdot technology in general, such as in presentations, on collateral, etc.</p> |

| Trademarked Logo/Text | When to Use |
|-----------------------|---|
| Dotdot | <p>This Dotdot trademark can be used when referring to the Dotdot technology in general, such as in presentations, on collateral, <i>etc.</i></p> <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 this as a proper noun. Examples:</p> <ul style="list-style-type: none"> • Dotdot is the application language of the future. • CES 2017: An Inside Look at Dotdot (Title) • Do the appliances speak Dotdot? • At the conference, the Alliance will be showing Dotdot demos. |



Zigbee Technology

| Trademarked Logo/Text | When to Use |
|--|---|
|   | <p>These Connectivity Standards Alliance trademarks and logos may only be used when referring to the Zigbee technology in presentations, collateral, <i>etc.</i></p> <p>These Alliance trademarks and logos may NOT be used on products or when referring to a Zigbee certified device.</p> |
| Zigbee technology | <p>Zigbee is always written with a capital ‘Z’ and can only refer to the specific technology (Zigbee 3.0). When stating “Zigbee technology,” never capitalize the “t” in technology. Treat Zigbee as a proper noun. Examples:</p> <ul style="list-style-type: none"> • The Connectivity Standards Alliance released an update on Zigbee 3.0. • Zigbee technology has diverse offerings. |



Zigbee Certification

| Trademarked Logo/Text | When to Use |
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|  | <p>These Zigbee Certified Product trademarks and logos may only be used on Zigbee Certified Products and related literature and packaging created by the companies who develop, manufacturer, promote and sell products which have been certified by the Connectivity Standards Alliance.</p> |
| <p>Zigbee Certified Product</p> | <p>Always write Zigbee Certified Product with capital "Z," "C," and "P." Only use this term to describe a product that is certified by the Connectivity Standards Alliance. If the words "Certified Product" stand alone, be sure to capitalize these as well.</p> <p>Examples:</p> <ul style="list-style-type: none"> • The new electricity meter is a Zigbee Certified Product. • The Alliance has an extensive list of Certified Products. <p>These Zigbee Certified Product text may only be used on Zigbee Certified Products and related literature and packaging created by the companies who develop, manufacturer, promote and sell products which have been certified by the Connectivity Standards Alliance.</p> |
| <p>Mandatory Use of Connectivity Standards Alliance Trademark or Logo</p> | <p>If a member's product is certified by the Alliance, the member MUST include the Zigbee Certified Product logo or text noted in this Section on the product itself, on the product packaging or in the product specifications.</p> |



Zigbee Compliant Platform - Certification

| Trademarked Logo/Text | When to Use |
|--|---|
|   | <p>These Zigbee Compliant Platform trademarks and logos may only be used on platform products which have been certified by the Zigbee Alliance and related literature and packaging created by the companies who develop, manufacturer, promote and sell such products.</p> |
| <p>Zigbee Compliant Platform</p> | <p>Always write Zigbee Compliant Platform with capital "Z," "C," and "P." If the words "Compliant Platform" stand alone, be sure to capitalize these as well. Examples:</p> <ul style="list-style-type: none"> • Our company sells a Zigbee Compliant Platform. • Zigbee sent out a newsletter about its new Compliant Platforms. <p>Zigbee Compliant Platform text may only be used on Zigbee Compliant platform products which have been certified by the Alliance and related literature and packaging created by the companies who develop, manufacturer, promote and sell such products.</p> |

Smart Energy - Technology



| Trademarked Logo/Text | When to Use |
|--|--|
|   | <p>These Smart Energy trademarks and logos may only be used when referring to the Alliance’s Smart Energy technology in presentations, collateral, <i>etc.</i></p> <p>It is NOT permissible to use only the circle green tree trademark or logo by itself, including to indicate that a product conforms to the Smart Energy certification process or on packaging, on marketing collateral and in presentations.</p> |
| <p>Smart Energy by the Connectivity Standards Alliance</p> | <p>This Smart Energy text may only be used when referring to the Connectivity Standard Alliance’s Smart Energy technology in presentations, collateral, <i>etc.</i></p> <p>Always use a capital “S” and “E” thereon after if referring specifically to Smart Energy for the Connectivity Standards Alliance.</p> <p>Examples:</p> <ul style="list-style-type: none"> • The tool is Smart Energy by the Connectivity Standards Alliance. |

Smart Energy - Certification



| Trademarked Logo/Text | When to Use |
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|   | <p>These Smart Energy Zigbee Certified Product trademarks and logos may only be used on Smart Energy products and platforms which have been certified by the Alliance and related literature and packaging created by the companies who develop, manufacturer, promote and sell such products.</p> <p>It is NOT permissible to use the green circle tree by itself, including to indicate that a product conforms to the Smart Energy certification process.</p> |
| <p>Smart Energy Certified by the Connectivity Standards Alliance</p> | <p>Always write Smart Energy Certified with capital “S” and “E” “C”. Only use this term to describe a product that is certified by the Connectivity Standards Alliance for Smart Energy.</p> <p>Example:</p> <ul style="list-style-type: none"> • The new meter is Smart Energy Certified by the Connectivity Standards Alliance. |

| Trademarked Logo/Text | When to Use |
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| | <p>Smart Energy Certified by the Connectivity Standards Alliance text may only be used on Smart Energy products and platforms which have been certified by the Connectivity Standards Alliance and related literature and packaging created by the companies who develop, manufacturer, promote and sell such products.</p> |


Green Power - Technology

| Trademarked Logo/Text | When to Use |
|--|---|
|   | <p>These Green Power trademarks and logos may only be used when referring to the Connectivity Standards Alliance’s Green Power technology in presentations, collateral, <i>etc.</i></p> <p>It is NOT permissible to use only the circle green tree trademark or logo by itself, including to indicate that a product conforms to the Smart Energy certification process or on packaging, on marketing collateral and in presentations.</p> |
| <p>Green Power by the Connectivity Standards Alliance</p> | <p>This Smart Energy text may only be used when referring to the Connectivity Standards Alliance Smart Energy technology in presentations, collateral, <i>etc.</i></p> <p>Always use a capital "S" and "E" thereon after if referring specifically to Smart Energy for the Connectivity Standards Alliance.</p> <p>Examples:</p> <ul style="list-style-type: none"> • The tool is Smart Energy by the Connectivity Standards Alliance. |

Green Power - Certification


| Trademarked Logo/Text | When to Use |
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|   | <p>These Smart Energy Zigbee Certified Product trademarks and logos may only be used on Smart Energy products and platforms which have been certified by the Zigbee Alliance and related literature and packaging created by the companies who develop, manufacturer, promote and sell such products.</p> <p>It is NOT permissible to use the green circle tree by itself, including to indicate that a product conforms to the Smart Energy certification process.</p> |
| <p>Green Power Certified by the Connectivity Standards Alliance</p> | <p>Always write Smart Energy Certified with capital “S” and “E” “C”. Only use this term to describe a product that is certified by the Connectivity Standards Alliance for Smart Energy. Example:</p> <ul style="list-style-type: none"> The new meter is Smart Energy Certified by Connectivity Standards Alliance. <p>Smart Energy Certified by the Connectivity Standards Alliance text may only be used on Smart Energy products and platforms which have been certified by the Connectivity Standards Alliance and related literature and packaging created by the companies who develop, manufacturer, promote and sell such products.</p> |

Rf4ce Technology and Certification

| Trademarked Logo/Text | When to Use |
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|  | <p>This rf4ce Zigbee Certified Product trademark and logo may only be used on rf4ce products and platforms which have been certified by the Connectivity Standards Alliance and related literature, presentations, collateral and packaging created by the companies who develop, manufacturer, promote and sell such products.</p> |
| | <p>Each letter in rf4ce are always lowercase, unless beginning a sentence. In titles, do not capitalize rf4ce.</p> |

| Trademarked Logo/Text | When to Use |
|-----------------------|---|
| rf4ce | <p>Examples:</p> <ul style="list-style-type: none"> • The rf4ce Work Group will meet on Wednesday. • Rf4ce was developed by international engineers. • A Summary of rf4ce (Title) <p>Rf4ce is Zigbee Certified Product text and may only be used on rf4ce products and platforms which have been certified by the Connectivity Standards Alliance and related literature and packaging created by the companies who develop, manufacturer, promote and sell such products.</p> |

JupiterMesh Certification

| Trademarked Logo/Text | When to Use |
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|  | <p>This JupiterMesh Zigbee Certified Product trademark and logo may only be used on JupiterMesh products and platforms which have been certified by the Connectivity Standards Alliance and related literature and packaging created by the companies who develop, manufacturer, promote and sell such products.</p> <p>It is NOT permissible to use the blue orb by itself, including to indicate that a product conforms to the JupiterMesh certification process or on packaging, on marketing collateral and in presentations.</p> |
| JupiterMesh | <p>JupiterMesh is always written with a capital "J" and capital "M" within the word.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Have you heard about the new feature of JupiterMesh? • JupiterMesh is a Connectivity Standards Alliance offering <p>This JupiterMesh Zigbee Certified Product text may only be used on JupiterMesh products and platforms which have been certified by the Connectivity Standards Alliance and related literature and packaging created by the companies who develop, manufacturer, promote and sell such products.</p> |

Additional Terms and Conditions Related to Use of the Connectivity Standards Alliance Trademarks and Logos by Alliance Members

1. Limited Use Grant. The right to use Connectivity Standards Alliance trademarks and logos in the member agreement grants such member a limited, non-exclusive, nontransferable, non-sublicensable, worldwide, revocable, temporary license to use the Connectivity Standards Alliance trademarks and logos solely for the promotion and sale of Connectivity Standards Alliance compliant products, collateral 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 2** below; (b) prominently displays the appropriate trademark or copyright notice on all versions of the Connectivity Standards Alliance trademarks and logos or, if the disclosure of the Connectivity Standards Alliance trademarks and logos is for an academic, non-commercial purpose, clearly attribute the Connectivity Standards Alliance trademarks and logos to the Connectivity Standards Alliance; (c) only uses the Connectivity Standards Alliance trademarks and logos in accordance with the then-current version of these Guidelines, which may be updated by the Connectivity Standards 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 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 Connectivity Standards Alliance, and the member and Connectivity Standards Alliance must execute an amendment to the member agreement related to such expanded use.

2. Restrictions. Connectivity Standards Alliance reserves all rights in Connectivity Standards Alliance 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 Connectivity Standards Alliance trademarks and logos; (b) alter or modify the Connectivity Standards Alliance trademarks and logos in any way; (c) use the Connectivity Standards Alliance trademarks and logos as part of member's name or identity, use any name or mark confusingly similar to the Connectivity Standards Alliance trademarks and logos or otherwise utilize the Connectivity Standards Alliance trademarks and logos in a manner intended to link or associate member or member's products or services in any manner with Connectivity Standards Alliance; (d) combine the Connectivity Standards Alliance trademarks and logos with any other graphic or textual elements; (e) use the Connectivity Standards Alliance trademarks and logos as a design element of any other logo or trademark; (f) use Connectivity Standards Alliance trademarks and logos in any manner that might disparage or injure Connectivity Standards Alliance's reputation; (g) use Connectivity Standards Alliance 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 Connectivity Standards Alliance 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 Connectivity Standards Alliance trademarks and logos; (i) oppose or contest any trademark registration or application of Connectivity Standards Alliance and/or any of its affiliates in relation to any of the Connectivity Standards Alliance 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 Connectivity Standards Alliance trademarks and logos; or (2) for purposes of, or with the result of, diluting any of the Connectivity Standards Alliance trademarks and logos.

3. Ownership of the Connectivity Standards Alliance Trademarks and Logos. All right, title and intellectual property rights in and to the Connectivity Standards Alliance trademarks and logos (including all copies of the Connectivity Standards Alliance trademarks and logos) and all goodwill associated therewith are owned by Connectivity Standards Alliance and its licensor(s), if any.

4. Breach and Termination. Any breach of these Guidelines by a member shall constitute a breach under the member agreement. Connectivity Standards Alliance may terminate member's use of the Connectivity Standards Alliance 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 Connectivity Standards 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 Connectivity Standards Alliance trademarks and logos, destroy all copies of the Connectivity Standards Alliance trademarks and logos within its control (including removing all Connectivity Standards Alliance 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 Connectivity Standards Alliance trademarks and logos, including but not limited to from all published or electronic materials and its websites.

5. No Warranties. MEMBER ACKNOWLEDGES AND AGREES THAT THE CONNECTIVITY STANDARDS ALLIANCE 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 CONNECTIVITY STANDARDS ALLIANCE TRADEMARKS AND LOGOS ARE VALID, ENFORCEABLE, OR FREE FROM DEFECTS, OR ANY WARRANTY OTHERWISE ARISING OUT OF THE CONNECTIVITY STANDARDS ALLIANCE TRADEMARKS AND LOGOS AND/OR THE AGREEMENT. THE MEMBER'S USE OF THE CONNECTIVITY STANDARDS ALLIANCE TRADEMARKS AND LOGOS IS SOLELY AT THE MEMBER'S OWN RISK.

6. Third Party Rights. Use of certain elements of the Connectivity Standards Alliance trademarks and logos may be subject to third party intellectual property rights, including without limitation, trademark and copyright rights. Connectivity Standards 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.