
TRADEMARK RESOURCE GUIDE

SEPTEMBER 2022

EVERY CONNECTION COUNTS





Guidelines for Proper Use of TE Connectivity (TE) Trademarks

A trademark identifies the source of goods and services. TE's trademarks are used to legally protect the attributes of our brand (i.e., our business reputation and how our customers recognize us in the marketplace and distinguish us from our competitors). TE is the owner of many valuable trademarks. RAYCHEM and AMP are examples of our trademarks associated with our world-class product brands. In addition, there are many other trademarks used to identify specific TE products, product lines, and services.

Moreover, TE's trademarks are valuable not only because they identify the source of TE's products and services, but also because they represent the high standards of quality and innovation that are associated with TE products and services, which may be available worldwide. Proper use of TE's trademarks maintains and increases the strength, recognition in the marketplace, and value that they possess. Proper use is also required to prevent the trademarks from becoming generic and/or losing the protective nature of a trademark. Classic examples of this loss of trademark protection are "escalator" and "thermos" -- adjectives that once signified the source of a moving staircase and insulated food container, respectively. Now they are instead used as common nouns to describe these products and are available for use by anyone. Using a trademark improperly can undercut a trademark's value and jeopardize its exclusivity.

The following guidelines reflect the legal use requirements and apply equally to all documentation and communication and to the use of TE's company name and trademarks. Both these guidelines for the proper use of TE trademarks and the [Brand Guidelines](#) issued by TE's corporate marketing department should be followed.

1. Do not truncate or abbreviate:

Example: **Correct: MATE-N-LOK connectors**

Incorrect: MATE-LOK connectors, MNL connectors

2. Use as an adjective, not as a noun:

A trademark is an adjective that modifies the generic name of a product or service.

Example: **Correct: MULTIGIG RT connectors are useful for high-speed applications.**

Incorrect: MULTIGIG RT is useful for high-speed applications.

3. Use trademarks consistently and as registered (if the mark is registered):

Use TE's trademarks consistently and without alteration:

Example: **Correct: MATE-N-LOK connector**

VAL-U-LOK connector

Incorrect: MATEN+LOK connector, MNL connector

Valulok connector



- Do not be creative with existing TE trademarks. For example, do not use different colors, fonts, or capitalization.
- Do not combine TE trademarks with any third-party trademarks.
- Do not include TE trademarks in third-party domain names.
- Do not translate, e.g., the trademark is EVERY CONNECTION COUNTS and must be used unchanged.

4. Use distinctively:

Trademarks should be used in ways that distinguish them from surrounding text. Avoid unnecessary capitalization of common words used in the same context with the trademarks, as this tends to make the trademark less distinctive.

5. Do not use possessives:

TE trademarks should never be used in the possessive form.

Example: **Correct: Terminals and splices are included in the FASTON product line.**

Incorrect: FASTON's product line includes terminals and splices.

6. Do not use plurals:

TE trademarks should never be used in the plural form.

Example: **Correct: TE's MATE-N-LOK connectors can meet a wide range of customer needs.**

Incorrect: TE's MATE-N-LOKs can meet a wide range of customer needs.

7. Give notice of TE's trademark rights:

Example: "We sold two million Kilovac relays."

The trademark notice at the end of the document acknowledges TE's trademark rights:

Kilovac is a trademark owned or licensed by the TE Connectivity Ltd. family of companies.



The correct footnote should mention all trademarks of TE that appear in a document.

Example: **TE Connectivity, TE, TE connectivity (logo), [enter additional trademarks of TE as used in the document] and EVERY CONNECTION COUNTS are trademarks owned or licensed by the TE Connectivity Ltd. family of companies.**

8. Using the trademark symbols ® and ™:

Do not use the symbols ® and ™ for trademarks of TE.

® is a symbol for a registered trademark; ™ is a symbol for an unregistered trademark. TE may not necessarily own such trademark protection in every country where the material is used. In order to avoid any accusation of such false claim, TE does not use ® and ™.

9. "TE Connectivity" is both a trademark and a company name. Introduce "TE" as standing for TE Connectivity by using:

"TE Connectivity (TE) is a leading " You may then use "TE" going forward in the text.

For all questions related to these trademark guidelines, please send inquiries to your TE internal business contact.