



## FAQ: LoRa® Mark

Complete guidelines for use of the Semtech LoRa® mark are available at [www.semtech.com/mediacenter](http://www.semtech.com/mediacenter).

### Q: Who may use the Semtech LoRa® mark?

**A:** Semtech encourages its customers who purchase its LoRa® wireless RF IC devices to use the LoRa® mark to denote the fact that the customers' products feature a LoRa® IC.

### Q: Do I need permission to use Semtech's LoRa® mark in connection with the promotion and sale of my product?

**A:** Yes, customers wanting to use Semtech's LoRa® mark need to request permission prior to use. Customers should submit a Permission Request Form to [trademarks@semtech.com](mailto:trademarks@semtech.com). The form is available for download at [www.semtech.com/mediacenter](http://www.semtech.com/mediacenter).

### Q: I've received permission from Semtech to use its LoRa® mark. How can I properly use the Semtech LoRa® mark?

**A:** Semtech provides specific approval for the use of its LoRa® mark based on information provided by our customer in the Permission Request Form. If there are further questions, please contact us at [trademarks@semtech.com](mailto:trademarks@semtech.com). Approved customer uses must also comply with the Guidelines for Customer Use and a Graphic Summary available at [www.semtech.com/mediacenter](http://www.semtech.com/mediacenter).

Here are a few key points our customers should keep in mind:

- Use the mark only as an adjective describing the Semtech product, never as a noun or verb, and never in the plural or possessive form. For example:
  - ✓ **Acceptable:** A gateway featuring Semtech's LoRa® wireless RF IC solution.
  - × Unacceptable: A gateway featuring LoRa.
  - × Unacceptable: A LoRa gateway featuring...
  - × Unacceptable: [Product Name] LoRa is a new...
  - × Unacceptable: [Company Name] LoRa was founded...
- Use the mark only to indicate that your product contains a Semtech LoRa® wireless RF IC solution and never as part of the name of your product or to imply certification or compliance with the LoRaWAN™ protocol. For example:
  - ✓ **Acceptable:** Product XYZ featuring a Semtech LoRa® wireless RF device.
  - ✓ **Acceptable:** Product XYZ containing a Semtech LoRa® IC.
  - × Unacceptable: Company ABC's new LoRa gateway.
  - × Unacceptable: Product XYZ complies with LoRa.
  - × Unacceptable: Company's LoRa Product Name is...
- Use the LoRa word mark ("LoRa®") in the text of a sentence or title, and not the LoRa logo (LoRa®).
  - ✓ **Acceptable:** "Company ABC is introducing its new XYZ gateway, which includes a LoRa® wireless RF device."
  - × Unacceptable: "Company ABC is introducing its new XYZ gateway, which includes a LoRa chip."
- Always include an attribution when using the LoRa® mark. The attribution can appear on packaging, or if that is not practical, on instructions/information sold with your product and on your company's website. The following are examples of acceptable language, depending on the LoRa® mark used by the customer:
  - a) LoRa® and the LoRa logo are trademarks of Semtech Corporation.
  - b) LoRa® is a trademark of Semtech Corporation.
  - c) The LoRa® logo is a trademark of Semtech Corporation.

### Q: Are there specific rules about how the LoRa logo should appear?

**A:** Yes, there are specific technical details about color, spacing, scaling, and sizing of Semtech's LoRa logo. Customers should reference the Visual Usage Guidelines available at [www.semtech.com/mediacenter](http://www.semtech.com/mediacenter). If you have any questions please do not hesitate to contact us at [trademarks@semtech.com](mailto:trademarks@semtech.com).