



FAQ: LoRa® Mark

Complete guidelines for use of the Semtech LoRa® mark are available at semtech.com/company/brand-resources.

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 at semtech.com/company/brand-resources.

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. Approved customer uses must also comply with the Guidelines for Customer Use and a Graphic Summary available at semtech.com/company/brand-resources.

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® standard. 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 distributed 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 semtech.com/company/brand-resources. If you have any questions please do not hesitate to contact us at trademarks@semtech.com.