

Trademark

GUIDELINES

Times Microwave Systems’ trademarks are among our most valuable assets. Trademarks distinguish products from our competitors and are symbols of the quality built into them. However, trademarks can be rendered virtually useless, or lost entirely, if not properly protected. Times’ job is to ensure correct use of our trademarks and have the legal right to prevent misuse.

In this guide we will describe what are trademarks, registered marks, and copyright. We will list our trademarks and outline the steps necessary to protect them and ensure compliance.

Trademark Definition and Usage: “TM” or “®”?

A trademark (™) identifies the brand owner of a particular product or service. Use of “TM” on any mark designated as a trademark puts the marketplace and competition on notice a business considers a mark to be a trademark. No registration is required, and in most cases, this will give a company “common law” trademark right. Common-law rights arise from the actual use of a mark and may allow the common law user to successfully challenge a registration or application.

Most countries require formal registration of a trademark as a precondition for pursuing this type of action. The United States, Canada, and other countries also recognize common law trademark rights, which means action can be taken to protect an unregistered trademark if it is in use. Still, in general, common-law trademarks offer the

holder less protection than registered trademarks.

Use of the “TM” symbol is required when obtaining a federal trademark registration from the US Patent and Trademark Office and the “®” symbol can only be used once the registration has been granted. You must continue to use nothing or “TM” until federal registration is issued.

The majority of Times Microwave Systems’ trademarks are registered and require the “®” mark. However, there are some secondary marks/ names that we, for a variety of reasons, have chosen not to register. In these cases, we still use the “TM” mark after the name to show a claim to that particular name or design. Proper use of the Times Microwave Systems trademarks or product names to refer to our products and services is important. Here is a detailed list of all registered marks per country.

Times Registered trademarks:

InstaBend®	Smart-Panel®
LLPL®	Stripflex®
LLPX®	T-COM®
LLSB®	Testmate®
LMR®	TF4®
LMR-lite®	T-Flex®
M8®	Times Microwave Systems®
M8M®	TIMES PROTECT and Design®
MaxGain®	Times-Protect®
Miltech®	T-Rad®
nu-Trac®	TuffGrip®
PhaseTrack®	Xtended Flex®

Times Trademarks:

TFT™	SPF™
SPO™	SPPT™

What Is the Difference Between a Patent, Copyright, and Trademark?

A patent protects new inventions, processes, or scientific creations; a trademark protects brands, logos, and slogans; a copyright protects original works of authorship.

A copyright protects original literary, musical or other artistic work. In the case of a publication, copyright is initially secured by providing the proper notice on the initial publication and in all subsequent publications of the work as well. The copyright notice must include either (a) the word “copyright”; or (b) the symbol ©, along with the name of its proprietor and the year of initial publication. It is preferably placed on the front or back of the title page or is otherwise prominently displayed in the publication.

Protecting our trademarks starts with ensuring we are using it correctly in all our communications. We also need to ensure our distributors, partners, and vendors are following the guidelines listed for the correct use of trademarks.

Correct use of trademarks

Trademarks must be distinguished by using a text treatment that stands out from surrounding text.

Don't

Vary the form of the trademark from the manner used on the product.

It is important to be consistent in the form in which the Times Microwave Systems marks are

used. If you are unsure as to the proper form of a trademark, check with the Marketing team.

Use as the generic name of a product.

Specify an “InstaBend coaxial cable” rather than an “InstaBend.”

Combine with “-type” to form a descriptive word.

Do not refer to anything as “a Times Microwave System-type cable.”

Confuse the trademark with the company name.

Do

Use the Times Microwave Systems trademarks in a typographical distinctive way.

When a trademark is used in printed material it should be distinguished from the surrounding copy. This is achieved by fully capitalizing the trademark, by use of initial capitalization, or by bold typeface.

For example:

Right: The LMR[®] cable solution offers a complete line of highly flexible, rugged, low-loss braided cables with the fastest, easiest connector installation available.

Wrong: The lmr[®] cable solution offers a complete line of highly flexible, rugged, low-loss braided cables with the fastest, easiest connector installation available.

Avoid the unnecessary capitalization of common words used in connection



with trademarks.

The trademark is less distinctive if the generic name of the product is also capitalized.

For example:

Right: Times Microwave Systems InstaBend®
coaxial cables

Wrong: Times Microwave Systems InstaBend®
Coaxial Cables

Always use trademarks as an adjective, not a noun.

It should not be used as a verb, either in the possessive or the plural. A trademark should be associated with its proper generic name, i.e., the name applied to the general class of material that the mark identifies. The trademark should not, however, be equated with the generic nor should it be substituted for the generic.

For example:

Right: Times Microwave Systems InstaBend®
coaxial cable

Wrong: Instabend

Trademark must be used on the first instance of the term (ex. in the heading).

It does not have to be on every use of the term. When using our registered trademarks (®), either below the use or at the bottom of the page include a statement that the trademark is a registered trademark of Times Microwave Systems.

For example:

LMR® is a registered trademark of Times Microwave Systems.

Part Number Trademark Protection

Trademark protection is built into unique part numbers by incorporating a trademark. For example, our LMR product line is trademark protected, therefore part numbers such as LMR-400 and LMR400-TFTF-10.0F, while not themselves a trademark, these part-numbers can be protected from unauthorized use because misuse can be considered trademark dilution and could mislead customers.

At Times Microwave Systems, we allow the following use of our part-numbers:

1. Raw cables and connectors:

A distributor, reseller or partner can use a part-number containing our trademarks only when they can provide proof all components are purchased directly from us or are authentic products—not copies, clones, or alternatives.

2. Cable Assemblies:

A distributor, reseller or partner can use a complete assembly part-number only when all component parts are purchased from us, and the proper assembly procedures are followed. For products sold only as assemblies, such as the PhaseTrack and MilTech product lines, the complete assembly must be built by Times Microwave Systems.

3. Competitors and Unauthorized resellers cannot use Times Microwave Systems part numbers if they contain a trademarked term (ex: LMR-400).



Infringement Protection

Trademark infringement can have significant consequences, ranging from financial losses to damaging a reputation. It occurs when another party uses a trademark is similar or identical without proper authorization. It can involve the unauthorized use of a trademarked name, logo, or slogan, leading to confusion among consumers. By protecting trademarks, we maintain exclusivity and prevent others from capitalizing on our success. Outlined below are the steps to address infringement.

Monitor the market and identify infringement

Keep an eye out for unauthorized uses of our trademarks. Monitor various platforms such as social media, e-commerce websites, and search engines for potential trademarks misuse or infringement. Look out for similar brand names, logos, or products that could cause confusion among consumers.

Act against infringers

If you discover a potential trademark infringement, take prompt action. Send an email to the marketing email and include links, screenshots, dates, and any other relevant information. We classify infringers into two categories:

1. Trademark misuse:

When a distributor, reseller, or partner is selling authentic Times Microwave Systems' products but using our trademarks incorrectly, we will work with them to ensure the correct use. These steps include training and a letter identifying the infringement.

2. Trademark Infringement:

When a distributor, reseller or partner is selling alternatives, clones, fakes or copies of our products they CANNOT reference our trademark names. Unfortunately, this is becoming a common occurrence for popular trademarks such as LMR. In these cases, our first step is to send a letter of cease and desist.

The marketing team keeps track of all violations. If the cease-and-desist letters are ignored, the second step is to work with the Amphenol's legal team to report the infringement to the United States Patent and Trademark Office (USPTO). In extreme cases, we might file a trademark infringement lawsuit. Because trademarks are meant to prevent marketplace confusion, we must be able to demonstrate imposition on our mark. Thus, complete documentation of steps one and two are critical.

3. Competitors and Unauthorized resellers should not be referencing Times Microwave Trademarks. These instances fall into Trademark Infringement and should follow the procedure outlined above.

Contacts

Marketing email:
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