

## Terms for the use of the TPEG Trademark

# TPEG™ Letters and TPEG Logo™ use

March 2013

### Notice

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# Terms for the use of the TPEG Trademark– March 2013

## 1 Scope

This document describes the correct use of the letters TPEG™ and associated TPEG Logo™ types.

This document *only* provides assistance on the use of the letters TPEG™ and associated TPEG Logo™ for marking documents and for marking services or products and their packaging. In these cases, permission must be obtained from the TISA Executive Office:

TISA c/o ERTICO  
Av Louise 326  
1050 Brussels  
[info@tisa.org](mailto:info@tisa.org)  
[www.tisa.org](http://www.tisa.org)  
+32 (0)2 400 07 00

The use of the letters TPEG™ and associated TPEG Logo™ for general information or educational purposes is permitted without prior consent from the TISA Executive Office and only if the ™ symbol is properly attached.

## 2 Background

TPEG has co-operated with the former owner (British Broadcasting Corporation, Broadcasting House, Portland Place, London, W1A 1AA, UK) who registered the letters TPEG™ as a “protective measure” on behalf of the EBU, sponsor of the original TPEG technology development. As a result TISA has purchased all original rights to these letters (i.e. European Community trade mark registration no. 000574038 for TPEG word mark) and TISA is now the registered owner of the letters TPEG™ and of associated TPEG Logos™.

These letters are registered as a European Community trademark registration no. 000574038 for Classes 9 and 39.

Electrical and electronic apparatus; communications and telecommunications apparatus and instruments; apparatus for producing, presenting, recording, storing, broadcasting, transmitting, receiving, processing, amplifying, encoding, decoding and reproducing sound, images, text, information, data and radio and television programmes; apparatus for encoding, decoding, compressing and decompressing digital and analogue signals; television receivers; radio receivers; telephone apparatus; paging apparatus; computers and computer programs; computer hardware, software and firmware; integrated circuits; circuit boards; semi-conductors; computer peripheral devices; computer interfaces; games and amusement apparatus for use with a television screen or video monitor; coin or token operated electrical or electronic amusement apparatus; computer games; electronic games; video games; games cartridges for use with electronic games apparatus; sound and video recordings; films and sound films prepared for exhibition; loudspeakers; instructional and teaching apparatus and instruments; records, discs, tapes, cassettes, cartridges, cards and other carriers, all bearing or for use in bearing sound recordings, video recordings, data, images, games, graphics, text, programs or information; memory carriers; optical and magnetic data carriers; interactive compact discs and CD-ROMs; parts and fittings for all the aforesaid goods; all other goods in Class 9.

Provision of information and advice relating to travel, traffic and transport; provision of information and advice relating to travel, traffic and transport via communication and computer networks in Class 39.

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TISA has now additionally registered the letters as follows:

## TPEG Word Mark registration

Registration number:	1369563T/MAD
Registered classes:	9 and 39
Registered countries:	Australia, China, Japan, South Korea, Russian Federation, Singapore, USA, Malaysia, Taiwan
Registration period:	10 years
Filing date:	13 November 2012
Already registered:	Europe (after transfer from prior owner)

TISA has further registered a logotype as follows:

## TPEG Logo type registration

Registration number:	1369579T/BNL
Depot reference number:	1257913
Registered classes:	9 and 39
Registered countries:	Europe, Australia, China, Japan, South Korea, Russian Federation, Singapore, USA, Malaysia, Taiwan
Registration period:	10 years
Filing date:	13 November 2012

## 3 Use of TPEG™ Letters

It is TISA's intention that a "light touch" should be given to the use of the letters "TPEG" in written documents, provided that they are used only in the context of the ISO published International Standards. The current relevant International Standards are:

ISO/TS 18234-Series  
ISO/TS 24530-Series  
ISO/TS 21219-Series

In this context TISA will not demand that the ™ symbol is used in every use of the letters. However, in other contexts TISA will require users to be clear in written work that the use of the letters TPEG™ are only in reference to these International Standards – all other uses are prohibited.

As a result, proposed new variants of TPEG technology, or regional variants, not published by ISO have to be carefully drafted to avoid the use of the registered letters TPEG.

The TPEG™ letters may never be amalgamated with other letters, words, dashes or hyphens, or be used in a possessive or plural form.

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## 4 Use of TPEG Logo™

TISA has developed a set of TPEG™ logos for use in a variety of situations. The logos comprise a Basic Graphical Element, which shall only be used together with the Word Mark TPEG™ in the form of the TPEG Primary Logo™ (Section 4.1) or in the form of the TPEG Secondary Logo™ (Section 4.2). Both may be used in one of three specified colours according to user requirements.

The Logos may only be reproduced with following colour specifications:

Grey: CMYK 0/0/0/90 / RGB 65/64/66 / Pantone 426

Blue: RGB 0/148/187 / CMYK 100/20/20/0 / Pantone 639C

Orange: RGB 247/147/29 / CMYK 0/50/100 / Pantone 1495C

Bi-colour: RGB 0/148/187 / CMYK 100/20/20/0 / Pantone 639C (blue) together with  
RGB 247/147/29 / CMYK 0/50/100 / Pantone 1495C (orange)

Graphics files with the following file formats may be obtained from the TISA Executive Office:

File Format	Size (approx.)	Typical Use
JPG	150...200 kBytes	<ul style="list-style-type: none"><li>embedding in documents for normal office printing</li><li>use on Internet/intranet web pages</li><li>scalable only with quality loss</li></ul>
PNG	20...30 kBytes	<ul style="list-style-type: none"><li>embedding in documents for normal and high-quality office printing</li><li>use on Internet/intranet web pages</li><li>scalable without quality loss</li></ul>
EPS	300...350 kBytes	<ul style="list-style-type: none"><li>embedding in high-quality printing</li></ul>

TPEG Logos™ may never be modified, or any elements added or deleted, or any colours or proportions be changed. TPEG Logos™ must be used as a stand-alone icon and may never be amalgamated with other logos or trademarks.

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## 4.1 TPEG Primary Logo™

The Primary Logo™ comprises the Basic Graphical Element together with the Word Mark TPEG™ and the words “Transport Protocol Experts Group”.

It is intended for situations where a fully descriptive logo is required to adequately inform the viewer/reader of the logo intentions and to avoid any confusion with others meaning of this abbreviation. TISA assumes this will be used mostly for non-profession situations where the viewer/reader is less aware of the meaning and will benefit from the full wording.





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### 4.2 TPEG Secondary Logo™

The TPEG Secondary Logo™ comprises the Basic Graphical Element together with the Word Mark TPEG™.

It is intended for situations where a descriptive logo that does not include the words “Transport Protocol Experts Group” is required since the viewer/reader of the logo is assumed to be aware of the technology being described. TISA assumes this will be used in profession situations where the viewer/reader is fully aware of the meaning of the letters alone and does not require the full wording.



### 4.3 Use of the TPEG Logo™ for product or service certification

TISA is developing a services and products certification regime. A TPEG Logo™ will be used, likely in a slightly altered form, in the context of such certification. This certification logotype will only be made available to organisations for specific services or product marking, following relevant certification testing and completion of conformance testing. In some cases, this may be through self-certification, however a complete document audit trail must be in TISA’s possession before the logo can be used on certified services or products.