

## CES® Trademarks

The Consumer Technology Association (CTA)® is the owner of the CES name, trademarks and logos (collectively, the “CES Marks”). The CES Marks are valuable assets that CTA needs to protect.

Current CES exhibitors and press covering the show may use the mark under the terms outlined below. The CES logo and name can be used in your communications about the show, however, you must properly use and credit the CES Marks in accordance with our guidelines.

### Guidelines for Third-Party Usage of CES Trademarks

**Terms of Use:** Thank you for being a CES exhibitor, press or exhibiting press. CTA grants you non-transferable, limited, non-exclusive, royalty-free, revocable permission to use the CES Marks solely in connection with the current CES show, at which you are exhibiting or covering via a recognized press outlet. You agree to use the CES Marks in accordance with these guidelines.

**Trademark Symbols:** You must use the ® symbol with any written appearance of the "CES" mark on advertisements, promotional materials and webpages. Include acknowledgment of CTA’s ownership of the CES Marks in the credit notice section of your document or advertisement. Example – “CES® is a registered trademark of the Consumer Technology Association.”

**Proper Brand Use:** Since CES is recognized as a global event, CTA no longer uses “International” in the event name or logo. The official name of the global technology event is “CES®.” Please do not use “Consumer Electronics Show” to refer to CES. If you choose to reference the year when referring to CES, it should come after the event. Example – “CES 2020.” For information about proper use of CES logos and logotypes please review the [CES Brand Book](#).

**Permissible Use:** You may generally use CES Marks to refer to your participation (official exhibitors) or press coverage in CES. For instance, a current exhibitor can promote in advertisements that they are participating officially in CES.

**Relationship of Products or Services:** On advertising and other collateral, you may not imply that your product, service or event is produced or endorsed by CES unless you in engage in a specific contract with CTA that allows you to do so.

### **Prohibited Use:**

- Do not modify or alter the CES Marks.
- You may not use the CES Marks in a way that confuses CES with another brand, or in a way that indicates an endorsement, sponsorship or association with or by CES.
- Do not use CES Marks or potentially confusing variations in your Internet domain name or social media accounts.
- You must be a current CES exhibitor contracted with CTA for event space or services.

**Quality Control:** If CTA determines that you are not using the CES Marks in compliance with these guidelines, CTA may notify you and provide you an opportunity to fix any non-conformity. CTA reserves the right to disallow any exhibitor from using the CES Marks.