

## **USB4™ Specification Language Usage Guidelines from USB-IF**

USB-IF emphasizes the importance and value of consistent messaging on USB product packaging, marketing materials, and advertising. Inconsistent use of terminology creates confusion in the marketplace, can be misleading to consumers, and potentially diminishes USB-IF's trademark rights.

The USB usage model is evolving. The USB ecosystem has expanded to include multiple connectors, performance levels, and power capabilities to meet the needs of manufacturers and developers. When referring to a product that is based on and compliant with the USB4™ specification, manufacturers must clearly identify the performance capabilities of that device separately from other product benefits and/or physical characteristics.

### **USB4™ Specification**

The USB4™ specification compliments and build upon the existing USB 3.2 and USB 2.0 specifications. The USB4™ architecture defines a method to share a single high-speed link with multiple end device types dynamically that best serves the transfer of data by type and application.

As the USB Type-C® connector has evolved into the role of the external display port of many host products, the USB4™ specification provides the host the ability to optimally scale allocations for display data flow. Even as the USB4™ specification introduces a new underlying protocol, compatibility with existing USB 3.2, USB 2.0 and Thunderbolt 3 hosts and devices is supported; the resulting connection scales to the best mutual capability of the devices being connected.

USB4™ identifies two transfer rates, USB4™ 20Gbps at 20Gbps and USB4™ 40Gbps at 40Gbps. Vendors must clearly communicate the performance signaling that a product delivers in the product's packaging, advertising content, and any other marketing materials.

- Marketing name: **USB4™ 20Gbps**
  - Product capability: product signals at 20Gbps
- Marketing name: **USB4™ 40Gbps**
  - Product capability: product signals at 40Gbps

### **USB4™ Key Messages**

- Two-lane operation using existing USB Type-C® cables
- Doubles the bandwidth to extend USB Type-C® performance
- Up to 40Gbps operation over 40Gbps-certified cables
- Enables multiple simultaneous data and display protocols
- Multiple data and display protocols efficiently share the total available bus bandwidth
- USB4™ hosts can optimally scale allocations for display data flow
- Backward compatibility with USB 3.2, USB 2.0 and Thunderbolt 3

### **Trademarks**

“USB4™” is a trademark of USB Implementers Forum and is only intended for use with products based on and compliant with the USB4™ specification.

The trademark notice symbol ™ must be included in the first instance of “USB4™” in any material. USB4™ should not be translated into languages other than English.

The following trademark attribution statement should be included in any materials using the word mark “USB4™”:

***USB4™ is a trademark of USB Implementers Forum.***

The following trademark attribution statement should be included when “USB4™” is used in the same material as “USB Type-C®” and/or “USB-C®”:

***USB4™, USB Type-C® and USB-C® are trademarks of USB Implementers Forum.***

Information about “USB Type-C®” and “USB-C®” trademarks are available in a separate Language and Packaging Usage Guidelines for the USB Type-C® Cable and Connector Specification, found here: [https://www.usb.org/sites/default/files/usb\\_type-c\\_language\\_product\\_and\\_packaging\\_guidelines\\_final.pdf](https://www.usb.org/sites/default/files/usb_type-c_language_product_and_packaging_guidelines_final.pdf).

### **USB4™ Naming and Packaging Recommendations**

To avoid consumer confusion, USB-IF’s recommended nomenclature for consumers is “**USB4™ 20Gbps**” for 20Gbps products and “**USB4™ 40Gbps**” for 40Gbps products.

In order to identify performance capabilities, USB-IF strongly recommends submitting products to the USB-IF Compliance Program and then, once successful, using the logos for consumer recognition. The USB-IF logo guidelines are available here: [http://www.usb.org/developers/logo\\_license/](http://www.usb.org/developers/logo_license/).

The USB4™ Compliance and Logo Program is currently under development and will be announced once available.

USB-IF also strongly urges manufacturers to identify the performance capabilities of a product separately from other protocols or physical characteristics in product manuals, data sheets and marketing materials.

Please note the following:

- USB4™ protocol specification only defines the performance capabilities that may be implemented in a product.
  - USB4™ **is not** SuperSpeed USB, USB Type-C®, USB Standard-A, Micro-USB, or any other USB cable or connector.
  - USB4™ **is not** USB Power Delivery or USB Battery Charging.

There are separate Language and Packaging Usage Guidelines for the USB Type-C® Cable and Connector Specification, found here: [https://www.usb.org/sites/default/files/usb\\_type-c\\_language\\_product\\_and\\_packaging\\_guidelines\\_final.pdf](https://www.usb.org/sites/default/files/usb_type-c_language_product_and_packaging_guidelines_final.pdf).

### **USB Compliance Messages**

- Only products that have passed the requirements of the USB Compliance Program can utilize the USB-IF logo licensing program. Please reference the Trademark License Agreement (found here: [http://www.usb.org/developers/logo\\_license/](http://www.usb.org/developers/logo_license/)) for more information.
- USB-IF logos may be used solely in conjunction with a product as set forth in the USB Logo Usage Guidelines.