USB-IF Integrators List Marketing Name Guidance

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.

USB-IF strongly discourages its members and the industry at-large from using specification names/terminology in consumer-facing branding, packaging, advertisements, and other marketing materials.

To support this effort, USB-IF has developed the below recommendations on how to enter marketing names during product certification registration for consumer-facing solutions (i.e., not ingredient products such as host, device silicon, raw connectors, etc.).

Product Category	Naming Guidance

Performance
(Hosts, Devices, Displays, Hubs, etc.)
	• **USB 80Gbps**
	• **USB 40Gbps**
	• **USB 20Gbps**
	• **USB 10Gbps**
	• **USB 5Gbps**
	• **Hi-Speed USB**
	
	Examples
	    "USB 40Gbps Solid State Drive"
	    and/or
	    "XYZ's USB 40Gbps Solid State Drive"

USB-C® to USB-C® Cables	• **USB 80Gbps / [60W / 240W]**
	• **USB 40Gbps / [60W / 240W]**
	• **USB 20Gbps / [60W / 240W]**
	• **USB 5Gbps / [60W / 240W]**
	• **Hi-Speed USB / [60W / 240W]**
	
	Examples
	    "USB 40Gbps 60W USB Type-C® Cable"
	    and/or
	    "XYZ's USB 40Gbps 60W USB Type-C® Cable"

Non-USB-C® to USB-C® Cables	• **USB 10Gbps**
	• **USB 5Gbps**
	• **Hi-Speed USB**
	
	Examples
	    "Hi-Speed USB 7.5W USB Std-A to USB Micro-B Cable"
	    and/or
	    "XYZ's Hi-Speed USB 7.5W USB Std-A to USB Micro-B Cable"

Chargers	• **Certified USB Charger [Wattage]**
	• **Certified USB Fast Charger [Wattage]**
	
	Examples
	    "Certified USB Fast Charger 100W"
	    and/or
	    "XYZ's Certified USB Fast Charger 100W"