

miron

Trademark guideline

USING THE MIRON NAME, LOGO AND ICON

Miron trademarks

Our name and visual identity are an important part of Miron. These guidelines help licensees, authorized resellers, partners, customers and others use the Miron trademarks clearly and correctly.

You may refer to Miron and Miron products in your communications when the reference is accurate, fair and not misleading. Miron Violetglass B.V. and its affiliates retain ownership of the Miron trademarks and the goodwill connected with their use.

A few simple rules

- **Use Miron only for genuine Miron products**

Only products originally offered and sold by Miron may carry the Miron name. The Miron name, logo, icon and related trademark elements may only be used to refer to Miron products.

- **Use Miron as a trademark, not as a product category**

Use an appropriate descriptive product term together with the trademark where relevant, for example Miron® glass or Miron® violet glass. Do not use “miron” as another word for violet glass or glass in general.

- **Keep the Miron name intact**

Always spell and capitalize Miron correctly. Do not alter the trademark or create new names that incorporate Miron.

- **Use the ® symbol appropriately**

Use the ® symbol when the Miron trademark first appears in a publication or page, and repeat it where reasonably appropriate. It is not necessary to add the ® symbol to every subsequent mention.

- **Do not use or register Miron as part of your own identity**

This includes company names, trade names, trademarks, product or service names, domain names, social media account names, profiles or aliases.

- **Do not suggest an official relationship unless Miron has approved it in writing**

Your use of the Miron name, logo or icon must not imply sponsorship, endorsement, certification, affiliation or approval where none exists.

Why this matters

Consistent trademark use helps people recognize genuine Miron products and prevents the Miron name from becoming a generic term for violet glass. It also makes clear when a company, product or service is independent from Miron.

Our trademarks

The Miron name, logo, icon and related elements are protected trademarks and may only be used in accordance with these guidelines.

Word trademark: MIRON

Figurative trademark: 



How to use the Miron name

A few examples make the trademark rules easier to apply.

Correct	Avoid
Miron® glass or Miron® violet glass Use Miron as the trademark, together with a descriptive product term.	miron violet glass miron glass or miron Do not write the trademark in lowercase.
Miron® After the trademark has been identified appropriately, the ® symbol does not need to appear with every subsequent mention in the same publication or page.	miron-glass Do not combine Miron with other words to create a new name or term.
	“violet glass, also known as Miron glass” “Miron glass” and “violet glass” are not interchangeable generic terms. Miron is a brand and trademark; violet glass describes the color of the glass, just as amber, brown, flint and opal describe other glass colors.
	“violet glass, also known as miron glass” Do not suggest that “Miron” is another name for violet glass.
	“Biophotonic glass, also known as Miron or violet glass” Miron is a trademark, not a generic description or product category.

Not sure? Ask us.

If you are unsure whether you can use the Miron name, logo or icon in a particular context, please contact us before publishing.

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