



Product/Process Change Notification

PCN Number	PCN-00163
Subject	Implement New Marvell Logo – Device Top Mark (IC)

PCN Date	10 July 2020	Product Type	Integrated Circuits and Kit
PCN Type	☐ PCN (*Customer Approval Required) ☒ PCI (Notification Only)		

Marvell Contact	Name	Bimla Paul		
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Customer	All Customers
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Marvell Part Numbers Affected										
All Part Numbers										
Areas Affected										
<table><tr><td>☐ Die Revision</td><td>☐ Physical Specification</td></tr><tr><td>☐ Product Revision</td><td>☐ Material</td></tr><tr><td>☐ Wafer Fabrication Process</td><td>☐ Manufacturing Site</td></tr><tr><td>☐ Assembly Process</td><td>☒ Hardware Reference Manual/Data Sheet</td></tr><tr><td colspan="2">☒ Other - Top Mark</td></tr></table>	☐ Die Revision	☐ Physical Specification	☐ Product Revision	☐ Material	☐ Wafer Fabrication Process	☐ Manufacturing Site	☐ Assembly Process	☒ Hardware Reference Manual/Data Sheet	☒ Other - Top Mark	
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☐ Assembly Process	☒ Hardware Reference Manual/Data Sheet									
☒ Other - Top Mark										
Description of Change										
Marvell launched new branding and a new logo on 21-May-2020 (https://www.marvell.com/company/the-new-marvell.html). As a result of this new branding launch, Marvell plans to implement its new logo for the device top marking. Refer to Appendix for illustrations. The old Marvell logo as well as the other brands' logo (Cavium, QLogic and Aquantia acquired by Marvell through various acquisitions) will be replaced by the new Marvell logo in the top marking. For devices with a smaller usable marking area, the name "MARVELL" or its abbreviation "MRVL" will be marked instead of the logo. Devices marked with the new Marvell logo will be phased in. During the transition period, devices marked with the old and new logo may be shipped together in one shipment. However, devices will be packed in separate tray bundles or reels, thus resulting in partial tray bundles/reel shipment There is no change to the existing marking format (except the logo) and contents.										

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Figure1. Marvell's New Logo for Device Mark

Reason / Benefit of Change			
Consolidation of various brands under new Marvell branding			
Anticipated Impact on Form, Fit, Function, Quality or Reliability			
Form Change. No impact on Fit, Function, Quality or Reliability of the devices.			
Qualification Status	N/A	Implementation Date	08-Oct-2020
Qualification Samples availability	N/A		
Means of distinguishing the change	Others		
Comments	New Marvell Logo		

IMPORTANT CUSTOMER NOTES:

- 1.* If Marvell does not receive customer acknowledgement/approval by the implementation date of this notice, it will be assumed that this change is accepted, and Marvell may start shipping products with the change incorporated as of that date.
2. Please contact your Marvell sales representative if you have any concerns with this PCN/PCI.

PCN Revision History		
Revision Date:	Revision Number:	Description:
7 July 2020	1	Initial release

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Appendix 1. Marking Change Illustrations with Marvell Logo

Note: The following drawings are some visual representation samples of the top marking change (i.e. Marvell logo or Name).



With OLD Marvell Logo



With New Marvell Logo



With Cavium Logo



With New Marvell Logo



With QLogic Log



With New Marvell Logo

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With Aquantia Logo



With New Marvell Logo



With QLogic Logo



With Marvell Name



With Aquantia Logo



With Marvell Name