**oneM2M suggested tag lines**

* Smart standards for a smart future
* Connect. Standardise. Secure.
* Standardising the IoT
* Global IoT Enabler
* IoT standards for every industry
* Building the IoT future
* Building the standards for an IoT future
* Securing the IoT future
* Securing the IoT through standardisation
* Keeping the IoT Connected
* Delivering cross-sector IoT standards
* Creating an intelligent IoT ecosystem
* Advancing the IoT ecosystem
* Creating unified IoT standards
* Making IoT happen, today