

PROPER TRADEMARK/SERVICE MARK USAGE GUIDE

Trademarks and service marks are important business assets because they symbolize the reputation of a company, its divisions and subsidiaries in the minds of the public. Trademarks are also valuable marketing tools. Rights in trademarks are acquired through their proper use, and can be lost through improper use. It is therefore important to follow the guidelines outlined below when using any trademarks or service marks.

While a trademark identifies a product or service, a trade name is the name used to identify a company. In some instances, the same word may serve as a trademark and trade name. In this case, when the word is used as a trademark, it is an adjective. However, when the word is used as a trade name, it is a noun. If you are using your federally registered trademark as your trade name, it is not necessary to affix the ™ or ® designation when you are simply referring to your business.

Trademark Use: INNOVATOR'S SPRINGBOARD® business guides help turn great innovations and ideas into valuable business assets.

Trade Name Use: INNOVATOR'S SPRINGBOARD is a provider of business guides relating to intellectual property.

To preserve rights in trademarks, it is necessary that they be used properly. A valuable trademark may be weakened through dilution when the public sees it used in various forms, rather than in one form consistently. Therefore, it is important that the following rules be followed in using trademarks and service marks.

ALWAYS USE TRADEMARKS OR SERVICE MARKS AS ADJECTIVES FOLLOWED BY A DESCRIPTIVE OR GENERIC TERM

A trademark is a proper adjective and should not be used as a noun. Every trademark or service mark should be followed by the common descriptive name (noun) of the product or service. As a minimum requirement, you should use the descriptive/generic term after the trademark at least the first time the trademark appears in any written communication.

Correct: INNOVATOR'S SPRINGBOARD™ business guides help turn great innovations and ideas into valuable business assets.

ALWAYS USE A TRADEMARK OR SERVICE MARK DISTINCTIVELY

A mark should always be used in a manner that will distinguish it from the rest of the text. The following formats can be used to set forth the mark more conspicuously.

| | | |
|----------|-----------------|---|
| Correct: | Capitalize | INNOVATOR'S SPRINGBOARD business guide |
| | Quotation marks | "INNOVATOR'S SPRINGBOARD" business guide |
| | Boldface type | INNOVATOR'S SPRINGBOARD business guide |

DO NOT USE A TRADEMARK OR SERVICE MARK IN THE POSSESSIVE FORM

| | |
|------------|--|
| Correct: | INNOVATOR'S SPRINGBOARD™ guides provide information about intellectual property |
| Incorrect: | INNOVATOR'S SPRINGBOARD's guides provide information about intellectual property |

DO NOT USE A TRADEMARK OR SERVICE MARK IN THE PLURAL FORM

| | |
|------------|---|
| Correct: | INNOVATOR'S SPRINGBOARD™ guides provide information about intellectual property |
| Incorrect: | INNOVATOR'S SPRINGBOARDS guides provide information about intellectual property |

DO NOT USE A TRADEMARK OR SERVICE MARK AS A VERB

Trademarks and service marks are proper adjectives and should never be used as verbs.

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| Correct: | Let INNOVATOR'S SPRINGBOARD™ guides provide you with valuable information about intellectual property. |
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USE PROPER MARKING NOTICES

® for a registered trademark or service mark

TM for an unregistered trademark

SM for an unregistered service mark

© for a copyright

The registered symbol ® should only be used if the mark has been registered with the United States Patent and Trademark Office.

Where use of the ®, TM or SM is unavailable, or if one does not wish to use the proper designation after each use of the mark in written materials, a notice of ownership can be given by placing a footnote asterisk (*) after the mark. The footnote should state that the mark is the trademark of service mark of a company.

Example: INNOVATOR'S SPRINGBOARD* guides explain the basic principles about intellectual property

*INNOVATOR'S SPRINGBOARD is a service mark of Adler Pollock & Sheehan P.C.

It is important that the first reference of a trademark or service mark on a website or in a document is followed by a proper marking symbol and descriptor. This should be the most prominent occurrence of the trademark or service mark. Once a mark is correctly attributed on a web page or document, subsequent trademark references in the same web page or document do not require trademark symbols or descriptors.