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“Tip of the Month”

Are You Using Your Trademarks Properly?

Inconsistent use, display or appearance of your trademark can undermine the strength of your mark. There are several rules for properly using your trademark, depending on whether your mark is a word mark or a logo.

For marks that are words, the following is a guide for proper usage.

1. Trademarks must be used as adjectives, not nouns.
2. Trademarks should be set apart from other non-trademarked words.
3. Trademarks should not be combined with other marks not owned by the trademark owner.
4. Trademarks should never be used in the possessive or plural forms.
5. Trademarks should feature the appropriate symbol such ® or TM to distinguish them from non-trademark words in the text.
6. Trademarks should not be shortened, abbreviated or transformed into acronyms.

For marks that are logos/symbols, the following is a guide for proper usage.

1. Logos/symbols should be used without any changes to the colors, proportions, designs, or size, which includes morphing or other distortion of the perspective or appearance of the logos/symbols.
2. Provide sufficient space between the logos/symbols and other elements on the printed page.
3. Logos/symbols should not be used in text in place of the name of the trademark owner, including headlines and the body of printed materials.
4. Logos/symbols should stand alone and should not be combined with any other logos, graphics or words other than those associated with the trademark owner.
5. Logos/symbols should not be used or displayed in a way that implies that the products or services of others are sponsored, endorsed, licensed or affiliated with the trademark owner.

Trademark law places the burden of proper usage on the trademark owner. If you have any questions about trademark usage, please give us a call at 668-1971 or contact us using e-mail at *Meslaw @ aol.com*.

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