

The below guidelines could be used to review the use of trademarks by a company. All of the steps on this checklist are recommended to be completed prior to the use of any new trademark.

### CHECKLIST

1.  The trademark is used as an adjective that modifies a noun, either in spoken or written form.
  - For example, the trademark should be used to modify the common descriptive name for the product or service (e.g. Chevrolet<sup>®</sup> automobiles).
2.  At least for the first or most prominent usage of the mark in any printed material, make sure to include the appropriate trademark designation.
  - Trademarks which are registered with the United States Patent and Trademark Office should include the registration symbol <sup>®</sup> on the shoulder of the mark.
  - Trademarks and service marks which are not yet federally registered should be accompanied by the <sup>™</sup> or <sup>SM</sup> symbol, respectively.
3.  The trademark is distinguished from other words in printed materials by capitalizing the first letter of each word in the mark.
4.  Proper ownership of the mark is acknowledged.
5.  The trademark is used only in its exact format. A trademark should not be modified, changed, or used as a possessive noun.
6.  Consult with your legal counsel before use of the <sup>®</sup> symbol on products or literature distributed in countries where the mark is not registered.