

USE OF THIRD PARTY TRADEMARKS

The following guidelines could be used to review use of third party trademarks by a company. All of the steps on the checklist should be considered before the use of any new trademark.

CHECKLIST

1. The trademark is used appropriately (see the guidelines for Trademark Use).
2. The references to the third party trademark are truthful, fair, and not misleading.
3. Trademark ownership is appropriately acknowledged and the trademarks are identified as being owned by the owner.
 - **Example language:** [Mark] is a trademark of [Owner]. Understand that the acknowledgment does not avoid infringement so be sure to consult with your legal counsel on whether you can make the reference to a third party mark.
4. The trademarks are not incorporated into the company product names, service names, trademarks, logos, or company names.
5. The policies for use of the trademarks (as defined by the trademark owner) have been reviewed and the company use is in compliance. These policies are typically found on the trademark owner's website.