

TRADEMARK USAGE CHECKLIST

Certain rules of practice have evolved to ensure a trademark is properly and consistently used. Here is a handy checklist to ensure you and your team are following best practices.

<input type="checkbox"/>	Always use trademarks as adjectives, not as nouns or verbs.
<input type="checkbox"/>	Always use trademarks in their original registered form.
<input type="checkbox"/>	Variations or rearrangements should be considered for separate trademark protections.
<input type="checkbox"/>	Never use trademarks in the plural or possessive form.
<input type="checkbox"/>	Use trademarks only in connection with their approved product or service.
<input type="checkbox"/>	Use the ™ symbol on all your marks or the ® symbol if your trademark is registered.
<input type="checkbox"/>	Use distinctive type or font to differentiate your trademark from surrounding text.
<input type="checkbox"/>	Never abbreviate or alter the spacing of your trademark.
<input type="checkbox"/>	Never change the spelling or type form or graphic elements of your trademark.
<input type="checkbox"/>	Include trademark notices when using trademarks in advertising and packaging (not mandatory in U.S. but helpful for enforcement).
<input type="checkbox"/>	Don't assume you have rights to a trademark just because you own a domain name containing the term.
<input type="checkbox"/>	Don't threaten third parties who are using your trademark accurately in product comparisons.

