Trademark/Service Mark Usage Guidelines

A trademark is a word, symbol or device that is used to indicate the source or origin of goods (such as computer software). A service mark is a word, symbol or device that is used to indicate the source or origin of services (such as computer repair services).

Improper usage of the trademarks/service marks could result in loss of rights in the mark, or an inability of the trademark/service mark owner to enforce its rights in its marks against a third party who uses a confusingly similar mark. Accordingly, the guidelines set forth below should be followed in using the trademarks/service marks wherever possible:

- Wherever practicable, the mark should be used as a proper adjective, and not as a noun: "try our XYZ software" *not* "try our XYZ."

- Trademarks/service marks should be capitalized, set forth in boldface or otherwise set apart from the text in which they appear, to indicate that they have a specific status as marks and are not mere parts of speech (e.g., **XYZ** or **XYZ KNOWLEDGE SOFTWARE**).

- Where trademarks/service marks are registered with the United States Patent and Trademark Office, the symbol "®" should be used wherever practicable: "XYZ®" or "XYZ KNOWLEDGE SOFTWARE®."

- Where the trademark is not yet registered, use the trademark superscript designation "™": "XYZ™" or "XYZ KNOWLEDGE SOFTWARE™." Where the service mark is not yet registered, use the service mark superscript designation "SM": "XYZ COMPUTER REPAIR^{SM}" or "XYZ SERVICES^{SM}."

- Use all graphic trademarks and graphic component marks without modification from the form shown in the trademark registration certificate.

- Do not abbreviate, expand or otherwise modify any mark in any usage.

- Do not permit a third party not affiliated with the company to use a trademark/service mark of the company without having a trademark license in place between the company and the third party user.