

Using Trademark Symbols

A trademark is a “word, phrase, symbol or design... which identifies and distinguishes the source of the goods or services of one party from those of others” according to the U.S. Patent and Trademark Office (www.uspto.gov).

Using the trademark symbol (™) alongside a product name or logo indicates that an organization is claiming ownership of the trademark.

Use of the registered trademark symbol (®) with a product name or logo indicates that the trademark has been registered with the U.S. Patent and Trademark Office,

with potential legal benefits for protection of the trademark.

The ™ and ® symbol are not interchangeable when used in print. If a company requires a trademark symbol after a product name, determine whether the ™ or ® symbol is correct. When either symbol appears in body text, the only for-

matting required should be to apply the superscript command. However, if either symbol appears in a headline or other large type, you may need to decrease the type size and adjust the “baseline shift” (vertical position) of the symbol.

Keith Gilbert provides training & support services to help graphic designers and communicators convey print and Web messages effectively. Gilbert Consulting, 651 633-7148 www.gilbertconsulting.com