

Guide for Proper Use of Terra Nova Equipment's Trade Marks

Terra Nova Equipment's trade marks are important and invaluable assets. The distinctive marks identify and distinguish our products from those of other companies and signify that the consumer is buying quality, technical products from a company that has a reputation for innovation, reliability and performance.

Trade marks can be lost if they are not used correctly. If a trade mark becomes generic and enters into the language as a common name of the product as opposed to the source and identity of the product, then it is lost (eg Yo Yo, Corn Flakes). If a trademark becomes generic, the original owner loses exclusive rights to use the mark, any competitor can then use the trademark and take advantage of the promotional work carried out by the former owner.

It is straight forward to protect trade marks by complying with the following rules for proper trademark usage.

1. A trade mark is a proper **adjective** NOT a noun or a verb. The trade mark **must** always be used as an adjective qualifying a generic noun that defines the product. The trademark must never be used alone when it appears in text.

Example

Correct: Pitch a Terra Nova® tent
Incorrect: When pitching a Terra Nova

2. A trademark should be identified using the symbol ®, ™, or no symbol at all, as appropriate for the trademark in a particular geographical market. Generally where a symbol is used, this demarcation is not necessary for every occurrence of a trademark in an article, press release, advertisement or on a website etc, however at a minimum this identification should occur at least once in each piece, either the first time the mark is used or with the most prominent use of the mark. When in doubt err on the side of 'overmarking'.

Terra Nova should be used with the ® symbol in Europe, for other geographical markets please contact the marketing department.

Example

Correct: Terra Nova® tents
Incorrect: Terra Nova tents

3. A trade mark should always be used in a manner that will distinguish it from the surrounding text eg using all capital letters, italics or initial capital letter with bold type or italics. In addition the generic noun that identifies the product should be used immediately after the trademark name and at least once in each separate written or broadcast communication or on each website preferably the first time that the trademark appears in the material.

Example

Correct: **Terra Nova** tents
Terra Nova® tents
TERRA NOVA tents

Incorrect: Terra Nova tents
Terra Nova tents
TERRA NOVA TENTS

4. Always accompany the trademark with the appropriate trademark ownership footnote. The footnote usually appears at the bottom of the last page. All trademarks used by the licensee must be listed in the trademark ownership footnote.

Example

Terra Nova[®] tents

Footnote: Terra Nova[®] is a trademark of Terra Nova Equipment Ltd

5. Do not use trademarks in the possessive sense

Example

Correct: The popularity of Terra Nova[®] products

Incorrect: Terra Nova's products