

Use of the **Go4Life** Registered Trademarks

The **Go4Life** trademarks are owned by the U.S. Department of Health and Human Services. You must adhere to the trademark usage guidelines listed below when using the **Go4Life** word mark and logo mark.

1. **SHOW REGISTRATION STATUS**

Use the symbol “®” each and every time the trademark appears. This applies to all collateral materials, from printed brochures and packaging to tradeshow displays and web/electronic formats.

Incorrect

Go4Life

Go 4 Life

Go4Life campaign

Correct

Go4Life®

Go4Life®

The **Go4Life**® campaign

2. **NOTICE AND NON-ENDORSEMENT STATEMENT**

Unless you have an agreement with the NIA that says something else, attribute our trademarks at least one time per page, using the following notice: “**Go4Life** is a registered trademark of the U.S. Department of Health and Human Services.” In addition, the following statement of non-endorsement shall appear together with the licensing notice: “Participation by **[PARTNER]** does not imply endorsement by HHS/NIH/NIA.”

3. **BE DISTINCTIVE**

Use only the distinctive forms of usage for the trademark that are provided by the NIA.

4. **USE THE PROPER GENERIC TERM**

Use the proper generic term (also known as a noun) at least once per page. Acceptable generics include the words “campaign,” or “brand,” where appropriate. For example, use “*The **Go4Life** campaign*” instead of using “**Go4Life**” on its own.

5. **DO NOT INCLUDE THE NIA’S MARKS IN THE NAME OF ANY THIRD PARTY PRODUCT, PROGRAM OR SERVICE.**

This includes free and educational materials and the titles of informational websites.

6. **DO NOT ADOPT TRADEMARKS THAT ARE SIMILAR IN APPEARANCE, SOUND, OR MEANING TO THE **GO4LIFE** MARKS.**

7. **DO NOT INCLUDE THE **GO4LIFE** MARKS IN THE NAME OF YOUR PRODUCT, SERVICE, OR WEB SITE.**

If you have questions about these guidelines or wish to use the **Go4Life** Mark, please contact Go4Life@nia.nih.gov or call 301-496-1752.