

## Use of Trademarked Names in Electronic Theses and Dissertations

If you are using a specific brand name in your document, you must determine whether it is trademark protected - trademarked names require special textual treatment. The most accurate source is the company's Web site; for software, trademark information can often be found in the Help/About window. If you choose to research the trademark status of a name using the US Patent and Trademark Office search engine on the Web (<http://www.uspto.gov/main/trademarks.htm>), please be aware that just because the name is not in their database doesn't mean it isn't a trademarked name.

Textual treatment for trademarked names falls under the "academic first use" rubric, i.e., the first time the product name is mentioned in a chapter, it must be completely identified. Thereafter, throughout the chapter, the name itself is used with no other characteristics. Note that if the product or name occurs in more than one chapter, it must be identified anew in each chapter (just like abbreviations).

The first reference to the product or trademarked name must include the complete and accurate trademarked name, which is made up of the following three elements:

- (a) Product name
- (b) Appropriate symbol (known as a "bug"): ® = registered, ™ = non-registered
- (c) Descriptor – trademarked names are adjectives so they need to be followed by nouns

You must be sure to use the exact format as specified by the company, and use it the first time it appears in every chapter. Here are some examples of correct and complete trademarked name:

- ☺ Windows® operating system
- ☺ Milli-Q® water purification system
- ☺ Number Cruncher Statistical Systems™ (NCSS) 2000 statistical and data analysis system
- ☺ MBTI® instrument, Myers-Briggs® assessment tool
- ☺ MMPI-2™ assessment tool, Minnesota Multiphasic Personality Inventory-2™ instrument

In addition to the complete name at first use, you must also give the owner information for the

trademarked name. Owner information includes the name of the entity that owns the name (this can be an individual, a company, or both: Microsoft Corporation, Millipore Corporation, Jerry Hintze), as well as the geographical or cyberspace location of the owning entity (city/state, URL, or both). Exactly how the owner information appears in the document is up to you, the author. If you have only a few in your document, then the information can appear parenthetically following first use, or as a separate footnote on the page where the name first appears (see examples).

If you have a large number of trademarked names in your document, you may choose to give a separate, alphabetized list of owners in either the front matter or in the references section – this means that in the body of the document, only the complete trademarked name (with the “bug”) will appear at first use.

*Some examples:*

- ☺ The model is estimated using Number Cruncher Statistical Systems™ (NCSS) 2000 statistical and data analysis system (J. Hintze, Number Cruncher Statistical Systems, Kaysville, UT, [www.ncss.com](http://www.ncss.com)). [*in the rest of the chapter, use NCSS*]
- ☺ The colonies were touched with a sterile loop, which was briefly dipped in 50 mL sterile water from a Milli-Q® water purification system (Millipore Corp., Bedford, MA, [www.millipore.com](http://www.millipore.com)). [*in the rest of the chapter, use Milli-Q water*]
- ☺ If you are using Microsoft®\* Word software, and you have a landscape page, Word will automatically put the page number in the correct position. [*in the rest of the chapter, use Word*]
- ☺ We analyzed the data using SAS/STAT®<sup>†</sup> software. [*in the rest of the chapter, use SAS*]
- ☺ Ex. 1: The MBTI® instrument (CCP, Inc., Palo Alto, CA, [www.cpp.com](http://www.cpp.com)) is a well-respected psychological instrument.  
Ex. 2: The Myers-Briggs®<sup>‡</sup> assessment tool was selected because of the ease of use. [*in the rest of the chapter, use either MBTI or Myers-Briggs, as appropriate*]
- ☺ Ex. 1: The MMPI-2™ assessment tool (NCS Pearson, Inc., Minneapolis, Minnesota, [www.pearsonncs.com](http://www.pearsonncs.com)) was administered to all participants.  
Ex. 2: One of the easiest to administer was the Minnesota Multiphasic Personality Inventory-2™<sup>§</sup> instrument. [*in the rest of the chapter, use either MMPI-2 or Minnesota Multiphasic Personality Inventory-2, as appropriate*]

---

\* Microsoft Corporation, <http://www.microsoft.com>

† SAS Institute Inc., <http://www.sas.com>

‡ CCP, Inc., <http://www.cpp.com>

§ NCS Pearson, Inc., [www.pearsonncs.com](http://www.pearsonncs.com)

**Important:** Please do not mix styles – if you choose to give information parenthetically one time, do not give information in a footnote another time. These examples mix styles, but only so you can see how each one appears.

*Some URLs of interest:*

Microsoft trademarks: <http://www.microsoft.com/mscorp/legal/trademarks/>

Apple trademarks: <http://www.apple.com/legal/trademark/AppleMList.html>

SAS trademarks: <http://www.sas.com/presscenter/guidelines.html>

**Important:** Many of Web pages about trademarked names (including those above) direct authors to include a very specific statement in their documents that identifies the trademark owner. However, the guidelines presented here will suffice and it is not necessary for you to include the vendor language.