

**BISSELL PET FOUNDATION®**  
Until every pet has a home.

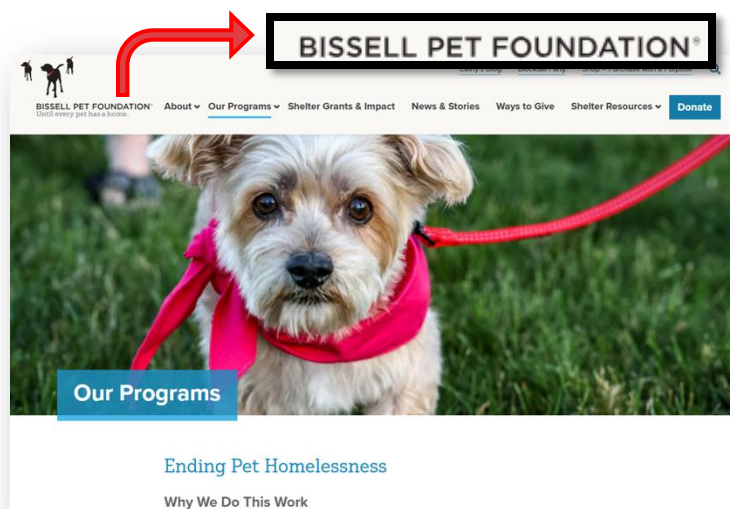
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## **TRADEMARK USAGE GUIDELINES**

# BISSELL Pet Foundation – Trademark vs. Entity Name

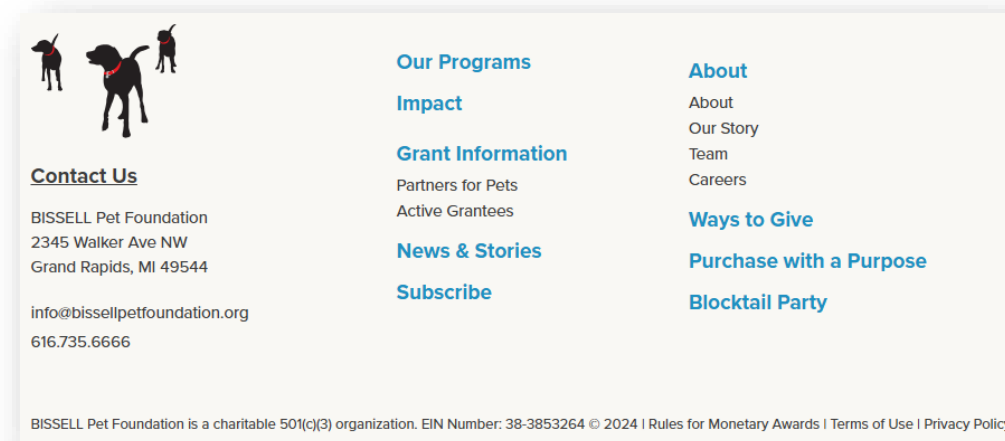
## BISSELL Pet Foundation® (the trademark)

- Refers to the services provided
- Use ® symbol
- Example: When used on a web page describing BPF services, BISSELL Pet Foundation is used as a trademark and should be marked with ® symbol.



## BISSELL Pet Foundation (the company)

- Refers to the entity
- No ® symbol
- Example: When referencing the business name/contact info and the entity status, BISSELL Pet Foundation is used as an entity name. It should not be treated like a trademark or marked with ® symbol.



## BISSELL Pet Foundation on BISSELL® marketing assets

When featured on BISSELL® product packaging and other marketing materials, the business is referring to BISSELL Pet Foundation as an entity. Thus, the ® should not be used.

# BPF Trademark List | Guidelines for use of Trademark Symbols

Mark	Status
BISSELL PET FOUNDATION®	Registered
BISSELL PET FOUNDATION & Design	Registered
Dogs Design	Registered
BLOCKTAIL PARTY®	Registered
BARK PRIZE®	Registered
ADOPTBOX®	Registered
SUPPORT THE SHELTERS®	Registered
SUPPORT THE SHELTERS & Design	Registered
FEED THE SHELETERS®	Registered
FEED THE SHELTERS & Design	Registered
RESCUELOVE®	Registered
WALKTAIL®	Registered
EMPTY THE SHELTERS®	Registered
ANIMAL INCIDENT MANAGEMENT®	Registered
FIX THE FUTURE®	Registered
PET RESCUE CLUB™	Pending
OPERATION SATO™	Pending
OPERATION SATO & Design	Pending

## Trademark Symbols

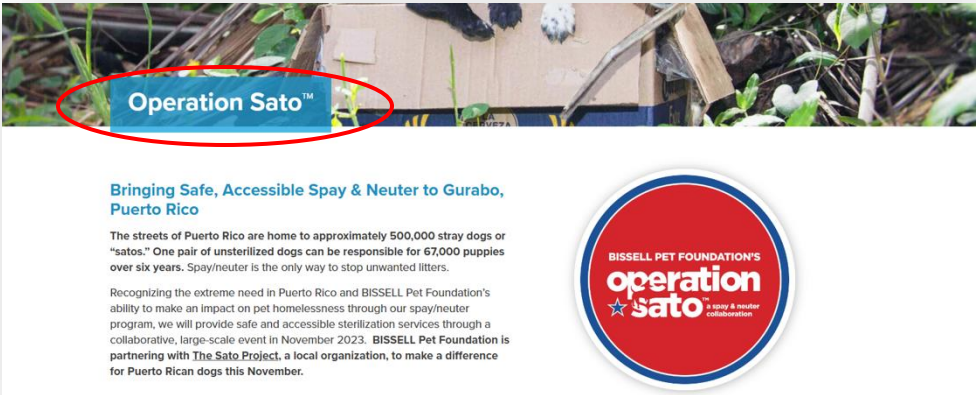
- Use ® if there is a trademark registration.
- Use or ™ or ™ if there is a pending trademark application or to establish unregistered (“common law”) trademark rights.
- In written text, the proper symbol should appear next to the first or most prominent display of the mark.
- ® should only be used in the United States, where the trademark is registered. In other countries, ™ or ™ may be used.
- No marking should be used when referring to BISSELL Pet Foundation as an entity. (See previous page)

# Proper Trademark Usage Guidelines

- **Use a trademark as a proper adjective to describe a product or service**
  - Examples:
    - AdoptBox® Surprise Package
    - Empty The Shelters® Program
- **Include a descriptor if a mark is used in a sentence\***
  - Example: BISSELL Pet Foundation's RescueLove® Program provides emergency funding to help pets recover from life-threatening injuries or illnesses.
  - *\*See next page for guidance on proper stand-alone use*
- **Do not use a trademark as a noun**
  - Correct: Win a BARK PRIZE® gift
  - Incorrect: Win a BARK PRIZE®
- **Do not use a trademark as a verb**
  - Correct: BISSELL Pet Foundation's Empty the Shelters® program continues to grow each year
  - Incorrect: Let's Empty the Shelters®
- **Do not make a trademark plural or possessive**
  - Correct: BISSELL Pet Foundation's Fix the Future® mission is to create a healthier and more compassionate future for pets...\*
  - Incorrect: Fix the Future's mission is to create a healthier and more compassionate future for pets...  
*\*In this example, BISSELL Pet Foundation is used as an entity name, so the possessive form is appropriate.*

# Usage Guidelines: Proper “Stand Alone” Use

Stand alone use does not require a descriptor. If a trademark is not part of a sentence or phrase, a descriptor is not required.  
Examples:



When preceded by “BISSELL Pet Foundation’s”, it is best to include a descriptor after the mark. “BISSELL Pet Foundation’s OPERATION SATO™ a spay and neuter collaboration” is displayed correctly above.

