Trademarks may be words, symbols, designs, combinations of words and signs, or slogans that identify and distinguish the goods of one party from another. If used to identify services, they are more properly called service marks. Under the Guidelines trademarks and service marks are used only on first reference and should be positioned as superscript.

™ is used in conjunction with unregistered trademarks that are cleared for use and applied to commercial goods. It serves as notice a company claims as a trademark right.

SM is used with unregistered service marks that are cleared for use and applied to commercial services.

® is the symbol used for trademarks (or service marks) registered with the U.S. Patent and Trademark Office. The symbol may only be used if there is a registration.

Trademarked names should always be used as adjectives not nouns.

Examples:
Right: "Ten tons of Hammermill® paper."
Wrong: “Ten tons of Hammermill®.”

As a general rule any time an International Paper product is mentioned by brand name, its trademark should be protected as well as referenced in our copyright notice language (see copyright section for specific language).

**Note:** *International Paper is a registered trademark, however, as a general rule the ® is not placed after the word paper.*

Reference to third-party certifications (for example: SFI, FSC, PEFC) have specific logo use and trademark guidelines. Please refer to our third-party certification guidelines for more information on how to use these logos. These guidelines are available on IPNet/Business Tools/Brand Guidelines.

For detailed information or to check status of specific trademarks, including registration, contact marketing services, business marketing or the Intellectual Property department in Loveland, OH.
Copyright definitions: The legal protection given to published works, both on paper and electronically, forbidding anyone but the author from reproducing, publishing or selling them. An author can transfer the copyright to another person or entity, such as a publishing company. International Paper Company is considered the author for works created internally by company employees.

The International Paper prescribed language for copyright-protected published materials is as follows:

©(Year Date of creation of the materials) International Paper Company. All rights reserved.

When specific trademarks are used in published materials, the copyright notice text should read:

©(Year Date of creation of the materials) International Paper Company. All rights reserved. (Name of Trademarked Product) is a trademark (or registered trademark) of International Paper Company.

In some cases the following can be added directly after the copyright notice: International Paper Company is an equal opportunity employer: Minority, Female, Disabled, Veteran.

For print collateral the print date and quantity is optional. Example: 071510 represents the collateral was printed in the month of July, year 2015 and a quantity of 10,000. This is helpful especially with items that have a potential to be reprinted. Please see next page for guidelines.

Printed on is recommended to be on a separate line but can be above or below the trademark/copyright language.

Although these guidelines primarily focuses on printed materials, they also apply to photographers and electronic documents.
Print Code Guidelines

071510
07 represents the month printed
15 represents the year printed
10 represents the quantity printed
(10,000 in this example)

If your quantity is below 10,000:
Example for 1,000 - 061201
Example for 500 - 0612005
Example for 550 - 0612005.5