

### General Guidelines for Proper Registered Trademark Usage

1. **Font or Type:** The Manadoob® registered trademark should appear in a different font or type than the remainder of the text.

2. **Distinctive Use:** A trademark should always be used in a manner that distinguishes it from the rest of the text. The following formats can be used to set forth the trademark more conspicuously than the generic name:

#### **Examples:**

Underlined:	Use the <u>Manadoob®</u> to teach children self-esteem
Quotation mark:	Use the "Manadoob® to teach children self-esteem
Bold face:	Use the <b>Manadoob®</b> to teach children self-esteem
Italics:	Use the <i>Manadoob®</i> to teach children self-esteem

Also, as used through this manual, the use of the "®" symbol after the Mark is also a means of using the Mark distinctively. Use of this symbol is described further below.

3. **No Plural or Possessive Use:** Do not use the trademark in a plural or possessive form.

<b>Correct:</b>	Educators use the Manadoob® to teach children self-esteem
<b>Wrong:</b>	Children are taught self-esteem through the Manadoob's use by Educators

4. **Use the Mark as an Adjective:** When used in text, the Manadoob® mark should be used as an adjective followed by the generic name of the applicable goods or services. A trademark is not a noun.

<b>Correct:</b>	Join Educators using the Manadoob® to teach children self-esteem
<b>Wrong:</b>	Use this program to Manadoob® your way to self-esteem

You can apply the following test to make sure you are using the trademark in its proper context: Would a complete thought be expressed if the trademark were omitted from the sentence?

<b>Correct:</b>	Children love Manadoob® self-esteem classes [note: the sentence still makes sense without the trademark's use]
<b>Wrong:</b>	Children love Manadoob® [note: the sentence depends on the trademark to make sense]

5. **Do not Use the Mark as a Verb:** Trademarks are proper adjectives and should never be used as verbs.

**Correct:** Your children will love attending Mandoob® self-esteem classes

**Wrong:** If children Mandoob® once, they'll be hooked on the self-esteem classes

6. **Use the Mark Alone:** Do not join the trademark to other words, either as one word or by means of a hyphen.

**Wrong:** After kids try the self-esteem classes, they'll be part of Mandoob-mania

7. **Use the Proper Trademark Notice:** Identify the trademark as registered or unregistered. Please contact Sadiki for up-to-date registration information on the status of its marks:

® for a registered trademark or service mark

™ for an unregistered trademark

SM for an unregistered service mark

8. **Acknowledge the Trademarks of Others:** When using another company's trademark, you should acknowledge that it belongs to that company. The first letter of the product name or service should be capitalized, and the name should be followed with an asterisk that refers to a footnote identifying the owner of the mark.

**Example:** Educators using the Mandoob® program will team with WeightWatchers\* to provide an obesity curriculum.

\* WeightWatchers is a registered trademark of Weight Watchers International, Inc.

9. **Licensees Should Acknowledge that the Marks are Used Under License:** Any licensee or other third party supplier or strategic partner should include the following legend at least once in connection with any advertising or promotional materials for services:

Mandoob® and the Mandoob logo are trademarks of Sadiki LLC, used under license.

Approved Logos

Manadoob<sup>®</sup>

Manadoob<sup>®</sup>

