

Trademark Guidelines

This information is intended as a basic guide concerning use of The Seeing Eye, Inc.'s trademarks. This is not legal instruction, and adherence to these guidelines is not a guarantee of legality. Intellectual property laws vary from country to country and use to use.

Seeing Eye® and The Seeing Eye® are registered trademarks of The Seeing Eye, located in Morristown, N.J. Proper trademark usage is critical; otherwise trademark rights may be impaired.

Always use trademarks as adjectives – never nouns. Trademarks should always be followed by generic terms. For example:

- Correct: Seeing Eye® dogs [or Seeing Eye® services] enhance the independence of blind people.
- Incorrect: Seeing Eye enhances the independence of blind people.

Never pluralize trademarks. When necessary, pluralize the common noun that is described by the mark. For example:

- Correct: Volunteer to train two Seeing Eye® dogs.
- Incorrect: Volunteer to train two Seeing Eyes.

Trade name versus trademark use: When referring to The Seeing Eye, Inc. as a corporate entity, you should not use a trademark designation. When using THE SEEING EYE to refer to a particular product, use the appropriate trademark symbol. For example:

Trade name use:

- Correct: The Seeing Eye is a non-profit organization whose mission is to enhance the independence of blind people.
- Incorrect: The Seeing Eye® is a non-profit organization whose mission is to enhance the independence of blind people.

Trademark use:

- Correct: The Seeing Eye® instruction for visually impaired individuals.
- Incorrect: The Seeing Eye instruction for visually impaired individuals.

Wherever used, each of The Seeing Eye trademarks should be used with the appropriate symbol (™ or ®) after at least the first and most prominent use in each document. The symbol must appear in superscript and to the right of each mark. The ® symbol is for registered trademarks only. Listed on page 17 are The Seeing Eye's registered trademarks. The TM and SM symbols are appropriate for all other trademarks, i.e., trademarks that are the subject of a pending application before the United States Trademark Office, or common law trademarks and service marks.

Below is an appropriate notice provision for copyrights and trademarks of The Seeing Eye, Inc. The notice provision may be shortened by including only the trademarks that are used on the associated Web pages or collateral material. Any additional trademarks can be added to the list as appropriate.

© [insert year of first publication] The Seeing Eye, Inc. All Rights Reserved. [LIST ALL TRADEMARKS THAT APPEAR IN THE PIECE IN ALL CAPS followed by] “are trademarks and/or registered trademarks of The Seeing Eye, Inc. For example:

© 2010 The Seeing Eye, Inc. All rights reserved. SEEING EYE, THE SEEING EYE, and THE SEEING EYE GUIDE are trademarks and/or registered trademarks of The Seeing Eye, Inc.

Unauthorized use of The Seeing Eye's trademarks is strictly prohibited.

Use of a Disclaimer: In the event a third party uses The Seeing Eye trademark in a discussion or in a non-commercial manner, the following disclaimer should be used: LIST THE MARK USING ALL CAPS followed by “is a [registered] trademark of The Seeing Eye, Inc.” For example:

SEEING EYE is a registered trademark of The Seeing Eye, Inc.

Questions concerning trademark use should be directed to:
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