

The following addition to “Proper Use of Trademarks” in Chapter 5, “Legal Guidelines” of ReadMeFirst! describes how to use the DSP Division’s trademarks and logos. The original section in ReadMeFirst! is as follows with the additions shown with changebars:

Proper Use of Trademarks

The scope and strength of a company’s exclusive rights to its trademarks may be weakened if they are not used properly, even if they are registered. A number of well known names—such as “escalator,” “aspirin,” and “cellophane”—were once trademarks, but those names have fallen into such common use that they now may be used by anyone. All of your company trademarks should have:

- The appropriate notice (® or ™) the first time the trademark is mentioned in the text
- The appropriate legend (often found at the end of the brochure or on the back of the title page) attributing the trademarks to your company

After the first proper designation, use the trademark name as a proper adjective, without the ® or ™ symbol.

To protect trademarks:

- Use ® with registered trademarks.

Don’t use this mark with unregistered trademarks or when a registration certificate has not yet been received.

- For unregistered trademarks, use only the ™ designation.

Do not add a trademark symbol when referring to trade names (the name under which a company does business). If you are in doubt about which symbol to use, ask your legal department.

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- Designate trademarks on book covers and the first time they are mentioned in text (this includes chapters, appendixes, and the preface).

Most publications do not put trademark symbols in the table of contents, chapter or appendix titles, section heads, tables, or captions.

- Except as noted, *always* use trademarks as proper adjectives.

Don't use trademarks as nouns. Trademarks are proper adjectives and should always be used with the common noun that they modify (for example, "PowerPC™ microprocessor," "FrameMaker® software," and "OpenWindows™ environment").

There is one exception often made to this rule. If the trademark itself includes some sort of descriptive or generic component, and thus creates a redundancy in writing, the trademark may be used by some companies as a singular noun. "PacerPrint®" and "ClickArt®" are examples of trademarked product names that might fall under this rule, so you wouldn't have to continually write "PacerPrint printer" and "ClickArt art."

- **Never use trademarks in the possessive or the plural.**

Form the possessive or plural from the common noun that the trademark describes (see "Common Nouns Used With Trademarks").

Wrong: My dog ate the Macintosh's microphone.

Right: My dog ate the Macintosh computer's microphone.

Wrong: UNIX is fun and easy to learn.

Right: The UNIX system is fun and easy to learn.

Wrong: Turn off your Selectric.

Right: Turn off your Selectric typewriter.

- Do not capitalize common nouns preceded by proper adjectives. If the noun is part of a product name, capitalize it as you would a proper noun.
- Never parenthetically define existing acronyms or abbreviations that are trademarked terms.

Follow these additional guidelines for trademarks of Analog Devices:

- Use text trademarks in text and logo trademarks in graphics.

Don't use a logo from the Misclogos font in text.

Don't use trademark text in graphics when a logo is more appropriate. Examples for logo usage include: upper right corner of datasheet front page, chip block diagrams, slides of product family roadmaps, or marcomm graphics.

- Place the word "DSP" or "processor" after the product family name.

Right: Analog Devices sells the SHARC DSP, TigerSHARC processor, and Blackfin processor.

Wrong: Analog Devices sells the SHARC, TigerSHARC, and Blackfin.

>>>DSP needs to follow SHARC and **processor** needs to follow TigerSHARC and Blackfin.

Wrong: Analog Devices sells the SHARC chip, TigerSHARC DSP, and Blackfin DSP

>>>DSP needs to follow SHARC and **processor** needs to follow TigerSHARC and Blackfin.

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