



## **White Towel Services, Inc.™ Trademark Usage Guideline**

### **Introduction**

White Towel Services is the global leader in supplying pre-moistened washcloths and towel warmers for both home and business use. Throughout the world, our trademarks identify our products so that consumers know they are buying White Towel Services high-quality products and services. White Towel Services has gained valuable rights by the proper and continuous usage of trademarks to identify its goods and services. If a trademark is used improperly, its value can become diluted or generic. Properly using our trademarks by following these trademark usage guidelines protects and preserves the value of our trademarks and the White Towel Services brand.

### **What is a trademark?**

A trademark is a word, name, symbol, device, design, phrase, sound, or color adopted and used by White Towel Services to identify its goods and services and to distinguish them from other goods and services. Trademarks are usually noted with either a ™ or a ® symbol. In the United States, a trademark that is noted by a ™ has not been registered with the United States Patent and Trademark Office and a trademark noted with an ® has been registered with the United States Patent and Trademark Office. Trademarks, however, may also be registered internationally and each country has different laws regarding the proper notation of trademarks.

### **Referential trademark usage**

You may use a White Towel Services trademark or product name when you accurately indicate that your products or services are compatible with, designed for use with, or were designed using White Towel Services products. You are permitted to use a White Towel Services trademark referentially provided that:

- You adhere to these White Towel Services Trademark Usage Guidelines.
- You do not disparage White Towel Services or White Towel Services products and services.
- You display your name or logo more prominently than any White Towel Services trademark.

### **General trademark usage guidelines**

1. Use appropriate markings to attribute ownership of a trademark. Always use the correct capitalization of the product name and designate the trademark with the appropriate superscript trademark symbol immediately after the actual trademark. If ™ or ® are unavailable, you may use the appropriate parenthetical trademark designation: (TM) or (R).

Incorrect:

White Towel Services provides 100% Cotton pre-moistened towels.

Correct:

White Towel Services™ provides 100% Cotton pre-moistened towels.



2. Proper use of the White Towel Services trademarks. Always use White Towel Services trademarks as adjectives that describe the generic product. A trademark is an adjective to be used with the noun it modifies. Also, because a trademark is an adjective, it should never be used as a verb, a possessive or in the plural form. Never hyphenate or abbreviate the trademark.

Incorrect:

White Towel Services™'s towels are . . .

Correct:

White Towel Services™ towels are 100% cotton.

3. Do not use any White Towel Services trademark as your trademark, service mark, trade name, domain name, product name, or logo. White Towel Services trademarks identify the goods and services of White Towel Services. No third-party may use any White Towel Services trademark as their trademark, service mark, trade name, domain name, product name, or logo. You must have your own distinct trademark, service mark, trade name, domain name, product name, or logo that does not include any White Towel Services trademarks. You may, however, referentially use the White Towel Services trademark in connection with your product. Also, you may not use a variation, combination, or abbreviation of a White Towel Services trademark.

Correct:

ABC Dental uses White Towel Services™ towels.

4. Attribute ownership of White Towel Services trademarks to White Towel Services. When you refer to a White Towel Services trademark, please include the following notice of trademark attribution where appropriate, such as on your product, printed materials, and online.

Correct:

White Towel Services, Airline Towels, and Go! Towels are trademarks or registered trademarks of White Towel Services in the United States and/or other countries.

### **Specific trademark usage guidelines**

1. **Logos.** You may not use any White Towel Services logos (including buttons and graphic symbols) without a trademark license from White Towel Services. All usage of trademark logos shall be pursuant to these guidelines and any other guidelines associated with that logo.

You can find White Towel Services logos at:

[http://www.whitetowelservices.com/new/press\\_room/logos\\_trademarks.php](http://www.whitetowelservices.com/new/press_room/logos_trademarks.php)



2. **Merchandise items.** You may not manufacture, sell, or give away merchandise items, such as T-shirts and mugs, bearing White Towel Services trademarks or logos, except pursuant to an express written trademark license from White Towel Services.

### **White Towel Services Trademarks**

Revised June 22, 2007

This list of registered and non-registered trademarks is not an exhaustive list and is posted solely for your convenience. White Towel Services does not waive any rights to any White Towel Services trademark, service mark, trade name, product name, or logo that does not appear on this list. The symbols below denote status of the trademark in the United States only. White Towel Services trademarks may also be registered internationally.

- White Towel Services™
- Go! Towels™

### **Third Party Trademarks**

Third party trademarks, trade names, product names and logos, contained in this website may be the trademarks or registered trademarks of their respective owners.

### **More Information**

If you have any questions please contact us at:

#### **White Towel Services Logo Guidelines**

3759 West 2340 South, Suite D  
Salt Lake City, Utah 84120-1202  
(801) 908-7110  
Toll Free (US): (866) 938-8693  
Fax: (801) 908-5441