



AMERICAN SOCIETY OF HIGHWAY ENGINEERS
(ASHE)

BRANDING AND PUBLIC RELATIONS GUIDELINES

As the American Society of Highway Engineers (ASHE) continues to grow and diversify, it becomes increasingly important to create a strong, cohesive organization brand and identity.

Branding is the symbolic means by which a company or organization represents and defines its identity. While an organization's logo may seem to be the frequent symbol of the brand, it is important to remember that the organization's operations also affects the brand image. This includes advertising, promotional literature and displays, media, member attitudes and the organization's participation in the community.

Identity is the overall image of a company or organization – the reality of what the organization is and where it is going. A strong identity creates a positive perception of the organization and ultimately creates fruitful relationships and inspires partnerships. This guide contains the necessary framework for you to consistently maintain ASHE's identity including available conference materials, collateral and social media policy.

With over 6,700 members in multiple Regions and Sections throughout the country, it is important for our organization to have a uniformed strategy for how we utilize our brand and ultimately, how we define our identity. These Branding and Public Relations Guidelines will help our organization and you achieve the goal of presenting a consistent, unified brand for ASHE.

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Questions?

Reach out to:

Amanda Schumacher
National PR Committee Chair
908.319.8829
aschumacher@borton-lawson.com

1.0 LOGO USAGE

The American Society of Highway Engineers (ASHE) logo is the official identifying mark for the organization. It is the single most recognizable element of our organization image. Correct and consistent usage will preserve and strengthen our identity from a branding perspective.

The logo should be used for all general promotional and distributed materials, including brochures, meeting announcements, conference handouts, powerpoint presentations, etc. The logo is stringently proportioned. Under no circumstances can the aspect ratio or positions of the elements be changed (i.e. stretched, distorted, etc.) - use only approved digital artwork.

Be sure you are utilizing the most current form of the ASHE approved logo - it should have the ® trademark logo at the end.

When referring to the organization as a whole, the ASHE logo with the shield should be utilized.



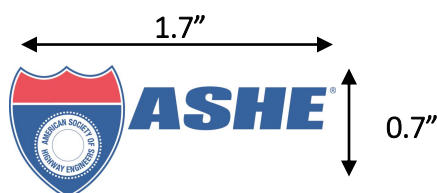
First Element



Second Element

1.1 MINIMUM REPRODUCTION SIZE

The logo shown below is the smallest size allowed for general use. To ensure high-quality reproduction, never use a smaller version. The minimum reproduction size is 1.7" wide by 0.7" tall.



1. ASHE[®] LOGO USAGE

1.2 REGION & SECTION LOGOS

When developing meeting announcements or local promotional pieces, it is customary and permitted to utilize the approved local Region or Section logo. Be sure the logo is clearly visible and not placed against a busy background to obstruct the logo.

Be sure you are utilizing the most current form of the ASHE approved logo - it should have the ® trademark logo at the end.

Region Example:



Section Example:



1.3 LOGO COLOR SPECIFICATIONS

The colors shown in this guide may not be accurately reproduced. To ensure you match the colors specified in 1.2.1, refer to the Pantone Matching System (PMS) chip book or solid-to-process chip book to match process color (CMYK).

1.3.1 Primary Logo Colors

For primary applications, the logo is rendered in two colors, blue and red. The shield is divided into two colors: red Pantone 185 and blue Pantone 300 and the 'ASHE' portion is in blue Pantone 300. Color build recipes for CMYK and RGB are listed below:



Blue

Pantone 300
c/100 m/62 y/7 k/1
r/0 g/93 b/185
HTML: #005DB9



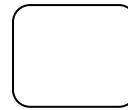
Red

Pantone 185
c/1 m/100 y/92 k/0
r/234 g/0 b/42
HTML: #EA002A



Black

For one color use only
c/0 m/0 y/0 k/100
r/0 g/0 b/0
HTML: #000000



White

For one color use only
c/0 m/0 y/0 k/0
r/255 g/255 b/255
HTML: #FFFFFF

1.3.2 RGB vs. CMYK vs. HTML

There are two basic color models to consider when dealing with graphic images: RGB (Red, Green, Blue) and CMYK (Cyan, Magenta, Yellow and Black). RGB is the color model used by computer models while full-color is produced using the CMYK color model. So when designing a piece that is to be printed - CMYK is a preferred method. HTML codes are listed for web design only.

Both RGB & CMYK models can be mixed within professional layout suites (i.e. InDesign), Microsoft Office Suite and similar programs.

1.4 LOGO VARIATIONS

For certain purposes, such as using the logo on a small or odd-shaped promotional item, it may be necessary to use an alternative version of the ASHE logo. Please be aware that the following logo variations exist, but please do not use them unless approved by the PR Chair and/or the President.

1.4.1 Shield Only



1.4.2 ASHE Text Only



1.4.3 Special Logos: Should be used as a secondary logo in addition to the full ASHE logo with shield. These logos need to be developed in collaboration with the PR Chair and/or need to be approved before use.

Example: 50th Anniversary Logo



1.5 INCORRECT USAGE

The following guidelines should be followed to allow for proper use of the logo.

- Do not redraw the logo or set in a similar typeface
- Do not reverse the colors of the logo
- Do not change the color(s) of the logo
- Use only approved colors
- Do not place the logo over a textured or busy background or photo. Crop the image so that the logo may be placed over a flat area with correct clear space.
- Do not use a drop shadow or other effects on the logo
- Do not use logos without a ® symbol

2.0 TEXT & TYPOGRAPHY

Typography is another fundamental building block of branding and PR communications. Typography sets an overall tone and quality while providing a sense of visual cohesiveness to reinforce our organizational identity through on-screen, print, brochures, and PR communications material.

2.1 ASHE TYPEFACES

The ASHE typeface family consists of sans-serif fonts for legible body text and clear eye-catching headlines. The general use fonts (shown in the order of preferred use) were for compatibility with a majority of everyday word processing programs as well as professional layout software and promotes the desired style within PR materials.

2.1.1 General Use Fonts

These typefaces complement our organization identity, are legible and provide flexibility for a wide range of applications.

Headline Text:

- Impact
- Arial
- Tahoma

Body Text:

- Calibri
- Cambria
- Candara

When creating documents such as powerpoint presentations, use Calibri and/or Arial. Both of these fonts are standard fonts and will prevent compatibility issues from occurring.

In certain instances, it may be appropriate to use alternate typefaces to call interest, coordinate with other PR efforts, or capture the feeling of a specific PR communications piece. In these cases, it is extremely important that the overall impression is still consistent with the brand of ASHE. Check with a member of the PR committee when in doubt.

2. TEXT & TYPOGRAPHY

2.2 ORGANIZATION NAME TYPOGRAPHY

When writing American Society of Highway Engineers, be sure to capitalize the A, S, H, and E. When writing the acronym, do not put periods in between any of the letters – it should simply be ASHE.

2.3 EDITORIAL GUIDELINES

There are editorial guidelines that should be utilizing at all times in print pieces as well as when referring to elements of the organization. These guidelines are spelled out below. Please contact the National PR Chair or a member of the PR committee should there be any questions.

2.3.1 Always Capitalized:

- Region... or any variation of the word
- Section... or any variation of the word
- National
- ASHE

2.3.2 Publications:

- *scanner...* Should always be lowercase and italicized
- *ASHE Inside Lane...* all italics - ASHE is always all capitals and the I and L should be capitalized

2.4 E-MAIL SIGNATURES

All officers, board members, regional representatives and chairpersons should use an ASHE standardized e-mail signature whenever possible. This is strongly encouraged, however optional. Committee members and members in general are also encouraged to utilize this standard when e-mailing for the organization.

2.4.1 E-Mail Signature:

Long Version: Amanda R.C. Schumacher



ASHE

National PR Chair

908.319.8829 mobile

<http://www.ashe.pro/index.html>

TYLIN INTERNATIONAL

Associate Vice President
Business Development Manager
1 West Broad Street, Suite 1010
Bethlehem, PA 18018
610.954.9060 main
amanda.schumacher@tylin.com
Visit us online at www.tylin.com

Short Version: Amanda R.C. Schumacher



ASHE

National PR Chair

908.319.8829 mobile

<http://www.ashe.pro/index.html>

The ASHE Portion of your e-mail signature can be added above your company standard signature or simply be used on its own.

Your Name, Position, Phone Number, ASHE logo and link to ASHE's homepage are required in your ASHE signature.

3. ORGANIZATION COLOR PALETTE

3.0 ORGANIZATION COLOR PALETTE

In addition to ASHE's primary logo colors (shown in section 1.0), these complementary colors may be used for color fields in graphics and typography for presentations, meeting announcements, reports, etc.

The complementary color palette contains suggested colors that work well with our logo colors, but it is not mandatory that you use them.

 Rust PMS 174 C PMS 174 U CMYK 10/90/100/30 Hex #993333	 Dark Red PMS 187 C PMS 187 U CMYK 0/100/70/20 Hex #993333	 Dark Purple PMS 2627 C PMS 2627 U CMYK 90/100/0/10 Hex #330066
 Dark Orange PMS 159 C PMS 159 U CMYK 10/60/100/0 Hex #cc6600	 Red – ASHE PRIMARY PMS 185 C PMS 185 U CMYK 0/100/70/0 Hex #ff0033	 Medium Purple PMS 2597 C PMS 2597 U CMYK 80/100/0/0 Hex #660099
 Bright Orange PMS 144 C PMS 144 U CMYK 0/45/100/0 Hex #ff9900	 Pink PMS 183 C PMS 183 U CMYK 0/50/15/0 Hex #ff9999	 Lavender PMS 2635 C PMS 2635 U CMYK 20/25/0/0 Hex #cc99cc
 Navy PMS 288 C PMS 288 U CMYK 100/70/0/10 Hex #003366	 Dark Teal PMS 323 C PMS 323 U CMYK 100/0/35/40 Hex #006666	 Forest PMS 357 C PMS 357 U CMYK 80/0/100/50 Hex #
 Blue – ASHE PRIMARY PMS 300 C PMS 300 U CMYK 100/40/0/0 Hex #0066cc	 Teal PMS 320 C PMS 320 U CMYK 100/3/30/0 Hex #009999	 Bright Green PMS 363 C PMS 363 U CMYK 70/0/100/20 Hex #339933

3. ORGANIZATION COLOR PALETTE

 <p>Light Blue PMS 297 C PMS 297 U CMYK 50/0/0/0 Hex #66ccff</p>	 <p>Light Teal PMS 324 C PMS 324 U CMYK 25/0/10/0 Hex #99cccc</p>	 <p>Light Green PMS 365 C PMS 365 U CMYK 20/0/30/0 Hex #ccff99</p>
 <p>Dark Brown PMS 732 C PMS 732 U CMYK 60/80/100/30 Hex#663300</p>	 <p>Dark Warm Gray PMS 11 C PMS 11 U CMYK 0/20/35/60 Hex#6c5745</p>	 <p>Dark Cool Gray PMS 11 C PMS 11 U CMYK 0/2/0/70 Hex#666666</p>
 <p>Medium Brown PMS 464 C PMS 464 U CMYK 10/50/100/30 Hex#996633</p>	 <p>Medium Warm Gray PMS 5 C PMS 5 U CMYK 0/5/10/30 Hex#aea59b</p>	 <p>Medium Cool Gray PMS 6 C PMS 6 U CMYK 0/0/0/30 Hex#999999</p>
 <p>Khaki PMS 468 C PMS 468 U CMYK 5/10/20/0 Hex#e9cc92</p>	 <p>Light Warm Gray PMS 2 C PMS 2 U CMYK 0/2/5/9 Hex#cccccc</p>	 <p>Light Cool Gray PMS 3 C PMS 3 U CMYK 0/0/0/17 Hex#cccccc</p>

4.0 PUBLIC RELATIONS AVAILABLE MATERIAL

There are a variety of available electronic and hard copy Public Relations materials available to you to help promote your Region and/or Section at monthly events, exhibits, new member recruitment and partnership events. Contact the PR Chair to receive copies of any desired materials.

4.1.1 Professional Print Vendor

ASHE has a preferred vendor for professional printed materials – TNT Graphics. All professionally printed brochures, handouts, etc. should be coordinated with the PR Chair prior to distribution or print to ensure all branding guidelines are followed and to help facilitate coordination with TNT Graphics. Monthly flyers and announcements do not need to be approved by the PR Chair.

4.1.2 Available Materials

- POWERPOINT PRESENTATIONS:
 - This is ASHE – a general introduction to the organization
 - Start a New ASHE Section – a guide to new section startup
- BI-FOLDS:
 - **Why Join ASHE?**
 - New bi-fold featuring a perforation down the middle. Highlights the values of joining ASHE and features an abbreviated membership application on one side to spark interested people to hand in the day of the event.
- HAND-OUTS:
 - **Mission Statement** - States the Mission of the Organization.
 - **ASHE 60 year Highlights** - highlights the accomplishments over the past 60 years
 - **What Transportation Professionals Are Saying About ASHE** – features accolades and quotes from Owner Agency professionals to support the Organization.
 - **I’m with a public agency...why join ASHE?** – a ‘to the point’ piece featuring key values that would appeal to an owner agency potential member or speaker. Utilize

4. PR AVAILABLE MATERIAL

this for your public authorities to try to get them to speak at your section or better yet, become a member!

- MAP:

- Features a key to how ASHE is organized into Regions and then Sections. Denotes where each section is located in a colorful, eye-catching depiction.

- YEAR IN REVIEW:

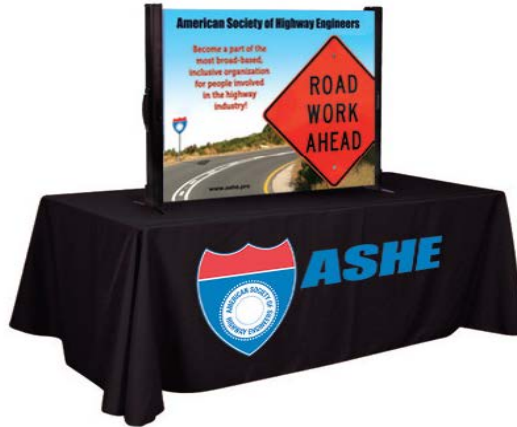
- A piece that highlights the accomplishments of the organization over the previous past year (i.e. 2018 accomplishments distributed in 2019) including any new sections emerging or chartered, new membership totals, scholarship/charity totals and other statistics. A great 'at-a-glance' piece.

- BOOTH DISPLAYS:

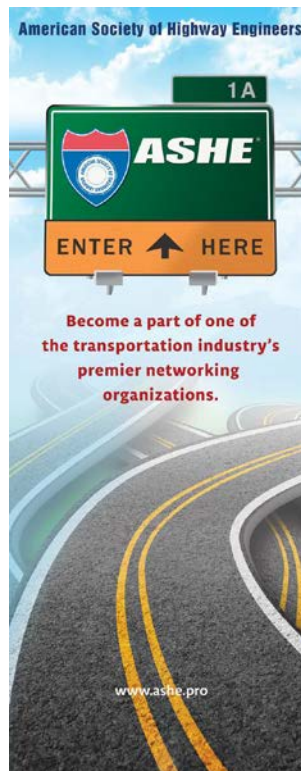
- Two ASHE Exhibit Display Booth Types are available to all Regions/Sections for use at conventions/conferences/seminars/other functions for exposure of ASHE. Regions/Sections wishing to request a Display booth should contact the PR Chair. The display booths will be available on a first-come basis.
- The request should indicate the purpose for exhibiting the display booth, the dates for the exhibit and other appropriate information. The request must be made (15) business days before the event. To expedite the process, a booth request form should be filled out and sent along with the request. (Form may be found in the Appendix under Forms). Other ASHE approved literature may be provided upon request, if available (brochures, membership folders, copies of the scanner, giveaways, etc.)
- Shipping costs to and from the requesting Regions/Sections will be paid by ASHE National. Receipt of return mailing should be send to Amanda Schumacher for processing via ASHE National Treasurer. Instructions for return mailing will be given when the request is received.

4. PR AVAILABLE MATERIAL

- Booth Styles:
 - Tabletop display - a compact display that allows for quick setup, easy breakdown and is very portable.



- Pull-Out banner display - a compact vertical display perfect for small exhibits - tall and eye-catching. Very portable and easy to assemble.



5.0 SOCIAL MEDIA POLICY

ASHE is involved in a number of social media platforms to better connect with our members and partnership organizations. ASHE actively participates on Facebook, Twitter, LinkedIn, Instagram and YouTube. Below are the guidelines for utilizing our social media avenues and links to the social media pages. We encourage participation but the following guidelines must be followed.

5.1.1 Posting to Social Media Sites

The PR Committee is currently responsible for posting and approving all materials posted to the social media platforms. Members and others are invited to contribute stories or posts to be shared, however, approval must come from the PR Committee. When in doubt, contact the PR Chair - Amanda Schumacher, aschumacher@borton-lawson.com.

ASHE fully respects the legal rights of our members in all cities, states and countries in which we operate. In general, what you do on your own time is your affair, but these guidelines are meant to serve as just that - a guide to ensure a positive social media experience for all and protect the ASHE brand and identity.

5.1.2 General Guidelines for Suggesting Posts *

- Members are personally responsible for the content they publish on-line, whether in a blog, social computing site or any other form of user-generated media. Be mindful that what you publish will be public for a long time-protect your privacy and take care to understand a site's terms of service.
- If you publish content online relevant to ASHE in your personal capacity it is best to use a disclaimer such as this: "The postings on this site are my own and don't necessarily represent ASHE's positions, strategies or opinions."
- Respect copyright, fair use and financial disclosure laws.
- Don't provide ASHE's or a client's, partner's or supplier's confidential or other proprietary information and never discuss ASHE business matters or other sensitive matters publicly.
- Don't cite or reference clients, partners or suppliers on business-related matters without their approval. When you do make a reference, link back to the source and do not publish content that might allow inferences to be drawn which could damage a relationship with ASHE.
- Respect your audience. Don't use ethnic slurs, discriminatory remarks, personal insults, obscenity, or engage in any similar conduct that would not be appropriate or acceptable in the ASHE Organization. You should also show proper consideration for others' privacy.

5. **ASHE** **SOCIAL MEDIA POLICY**

- Be aware of your association with ASHE in online social networks. If you identify yourself as an ASHE member, ensure your profile and related content is consistent with how you wish to present yourself with colleagues and clients.
- Spirited and passionate discussions and debates are fine, but you should be respectful of others and their opinions. Be the first to correct your own mistakes.
- Try to add value. Provide worthwhile information and perspective. ASHE's brand is best represented by its members and what you publish may reflect on ASHE's brand.
- Don't misuse ASHE logos or trademarks and only use them if you have the authority to do so. For example, you shouldn't use ASHE in your screen name or other social media ID.

● Adapted from IBM's social media policy

ASHE Social Media Sites:

Go to the camera on your phone and hover over the QR codes - open the link that pops up and you will be taken directly to the ASHE National social media pages. Like, Follow and Share from there!



United States of America

United States Patent and Trademark Office



Reg. No. 4,331,541

Registered May 7, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

AMERICAN SOCIETY OF HIGHWAY ENGINEERS (PENNSYLVANIA CORPORATION),
AKA ASHE
65 BEACON HILL
HENDERSON, NC 27537

FOR: ASSOCIATION SERVICES, NAMELY, PROMOTING THE INTERESTS OF ASSOCIATION MEMBERS AND THE HIGHWAY INDUSTRY, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 1-25-2005; IN COMMERCE 1-25-2005.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "AMERICAN SOCIETY OF HIGHWAY ENGINEERS", APART FROM THE MARK AS SHOWN.

THE MARK CONSISTS OF A STYLIZED SHIELD WITH A LINE SEPARATING THE TOP PORTION FROM THE LOWER PORTION. THE LOWER PORTION CONTAINS TWO CONCENTRIC CIRCLES CIRCUMSCRIBED BY A SERIES OF SIXTY-TWO SMALL CIRCLES, AND THE LITERAL ELEMENT "AMERICAN SOCIETY OF HIGHWAY ENGINEERS" IS LOCATED BETWEEN THE CONCENTRIC CIRCLES.

SER. NO. 85-717,027, FILED 8-30-2012.

GILBERT SWIFT, EXAMINING ATTORNEY



Lisa Starnes
Acting Director of the United States Patent and Trademark Office



Please note that U.S. Customs & Border Protection (CBP), a bureau of the Department of Homeland Security, maintains a trademark recordation system for marks registered at the United States Patent and Trademark Office. Parties who register their marks on the Principal Register may record these marks with CBP, to assist CBP in its efforts to prevent the importation of goods that infringe registered marks. The recordation database includes information regarding all recorded marks, including images of these marks. CBP officers monitor imports to prevent the importation of goods bearing infringing marks, and can access the recordation database at each of the 317 ports of entry.

CBP's **Intellectual Property Rights e-Recordation (IPRR)** system, located at <https://apps.cbp.gov/e-recordations/>, allows right holders to electronically file IPR recordation applications, thus significantly reducing the amount of time normally required to process paper applications. Some additional benefits of the system include:

- Elimination of paper applications and supporting documents.
- Copies of the certificate issued by the registering agency (U.S. Patent and Trademark Office or the Copyright Office) are retained by the right holder, not submitted to CBP.
- Payment by credit card (preferred), check or money order.
- Ability to upload images of the protected work or trademark, thus obviating the need to send samples to CBP.
- Reduced time from filing of the application to enforcement by field personnel.

Information about how to obtain a recordation, and about CBP's Intellectual Property Rights border enforcement program, is available at CBP's web site, www.cbp.gov.

WARNING FROM THE USPTO CONCERNING UNOFFICIAL TRADEMARK SOLICITATIONS

Please be aware that private companies not associated with the United States Patent and Trademark Office (USPTO) often use trademark application and registration information from the USPTO's databases to mail or e-mail trademark-related solicitations. These may include offers: (1) for legal services; (2) for trademark monitoring services; (3) to record trademarks with U.S. Customs and Border Protection; and (4) to "register" trademarks in a private registry.

These companies may use names that resemble the USPTO name, including, for example, one or more of the terms "United States," "U.S.," "Trademark," "Patent," "Registration," "Office," or "Agency." Increasingly, some companies attempt to make their solicitations mimic the look of official government documents rather than the look of a typical commercial or legal solicitation by emphasizing official government data like the USPTO application serial number, the registration number, the International Class(es), filing dates, and other information that is publicly available from USPTO records. Many refer to other government agencies and sections of the U.S. Code. Most require "fees" to be paid.

Some applicants and registrants have reported paying fees to these private companies, mistakenly thinking that they were paying required fees to the USPTO. So, be sure to read trademark-related communications carefully before making a decision about whether to respond. **All official correspondence will be from the "United States Patent and Trademark Office" in Alexandria, VA, and if by e-mail, specifically from the domain "@uspto.gov."**

If you receive a trademark-related solicitation that you believe is deceptive, you may file an on-line consumer complaint with the Federal Trade Commission ("FTC"), at www.FTC.gov. Although the FTC does not resolve individual consumer complaints, it may institute, as the nation's consumer protection agency, investigations and prosecutions based on widespread complaints about particular companies or business practices. In addition, the USPTO encourages recipients of deceptive trademark-related solicitations to contact their states' consumer protection authorities. Many, if not all, states have the authority to issue investigative subpoenas and file complaints against companies engaged in deceptive practices directed toward state residents.

For further information about, as well as several examples of, these non-USPTO solicitations, please visit the page on the www.USPTO.gov website entitled "**WARNING: Non-USPTO Solicitations That May Resemble Official USPTO Communications.**"

United States of America

United States Patent and Trademark Office

ASHE

Reg. No. 4,324,083

Registered Apr. 23, 2013

Int. Cl.: 35

SERVICE MARK

PRINCIPAL REGISTER

AMERICAN SOCIETY OF HIGHWAY ENGINEERS (PENNSYLVANIA CORPORATION),
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FIRST USE 1-25-2005; IN COMMERCE 1-25-2005.

THE MARK CONSISTS OF THE LITERAL ELEMENT "ASHE" DEPICTED IN SLANTED BLOCK TEXT.

SER. NO. 85-717,043, FILED 8-30-2012.

GILBERT SWIFT, EXAMINING ATTORNEY



Lisa Starnes

Acting Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

Requirements in the First Ten Years*
What and When to File:

- **First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. See 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.
- **Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.* See 15 U.S.C. §1059.

Requirements in Successive Ten-Year Periods*
What and When to File:

- You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.*

Grace Period Filings*

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or
reminder of these filing requirements.**

***ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. See 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. See 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.



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Please be aware that private companies not associated with the United States Patent and Trademark Office (USPTO) often use trademark application and registration information from the USPTO's databases to mail or e-mail trademark-related solicitations. These may include offers: (1) for legal services; (2) for trademark monitoring services; (3) to record trademarks with U.S. Customs and Border Protection; and (4) to "register" trademarks in a private registry.

These companies may use names that resemble the USPTO name, including, for example, one or more of the terms "United States," "U.S.," "Trademark," "Patent," "Registration," "Office," or "Agency." Increasingly, some companies attempt to make their solicitations mimic the look of official government documents rather than the look of a typical commercial or legal solicitation by emphasizing official government data like the USPTO application serial number, the registration number, the International Class(es), filing dates, and other information that is publicly available from USPTO records. Many refer to other government agencies and sections of the U.S. Code. Most require "fees" to be paid.

Some applicants and registrants have reported paying fees to these private companies, mistakenly thinking that they were paying required fees to the USPTO. So, be sure to read trademark-related communications carefully before making a decision about whether to respond. **All official correspondence will be from the "United States Patent and Trademark Office" in Alexandria, VA, and if by e-mail, specifically from the domain "@uspto.gov."**

If you receive a trademark-related solicitation that you believe is deceptive, you may file an on-line consumer complaint with the Federal Trade Commission ("FTC"), at www.FTC.gov. Although the FTC does not resolve individual consumer complaints, it may institute, as the nation's consumer protection agency, investigations and prosecutions based on widespread complaints about particular companies or business practices. In addition, the USPTO encourages recipients of deceptive trademark-related solicitations to contact their states' consumer protection authorities. Many, if not all, states have the authority to issue investigative subpoenas and file complaints against companies engaged in deceptive practices directed toward state residents.

For further information about, as well as several examples of, these non-USPTO solicitations, please visit the page on the www.USPTO.gov website entitled "**WARNING: Non-USPTO Solicitations That May Resemble Official USPTO Communications.**"