

Use of the Photoshop Trademark

Trademarks help protect corporate and product identities, and Photoshop is one of Adobe's most valuable trademarks. While it is flattering to have reached the point where the Photoshop name has become so widely used, it is often misused in several ways. For example, we've seen recent examples that refer to an image that has been "photoshopped."

As illustrated below, trademarks are not to be used as common verbs or nouns. The Photoshop trademark should always be capitalized and should never be used in possessive form, or as a slang term. It should be used as an adjective to describe the software product, and should never be used in abbreviated form. We thank you for following these guidelines and helping Adobe protect the Photoshop brand name.

Adobe's general trademark guidelines can be found at <http://www.adobe.com/misc/trademarks.html>.

Trademarks are not verbs.

For example:

"The image was enhanced using Adobe® Photoshop® software."

not . . .

"The image was photoshopped."

Trademarks are not nouns.

For example:

"The image pokes fun at the Senator."

not . . .

"The photoshop pokes fun at the Senator."

Please always capitalize and use trademarks in their correct form.

For example:

"The image was enhanced with Adobe® Photoshop® Elements software."

not . . .

"The image was photoshopped."

or . . .

"The image was Photoshopped."

Trademarks must never be used as slang terms.

For example:

"Those who use Adobe® Photoshop® software to manipulate images as a hobby see their work as an art form."

not . . .

"A photoshopper sees his hobby as an art form."

or . . .

"My hobby is photoshopping."

Trademarks must never be used in possessive form.

For example:

"The new features in Adobe® Photoshop® software are impressive."

not . . .

"Photoshop's features are impressive."

Trademarks are proper adjectives and should be followed by the generic terms they describe.

For example:

"The image was manipulated using Adobe® Photoshop® software."

not . . .

"The image was manipulated using Photoshop."

Trademarks must never be abbreviated.

For example:

"Take a look at the new features in Adobe® Photoshop® software."

not . . .

"Take a look at the new features in PS."

The trademark owner should be identified when possible.

"Adobe and Photoshop are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries."