

APPROPRIATE GENERIC TERMS FOR USE WITH ADOBE TRADEMARKS

Adobe Trademarks	Appropriate Generic Term(s)
Acrobat®	software, technology
Acrobat® Capture®	software
Acrobat® eBook Reader™	software
Acrobat® Exchange®	software
Acrobat® InProduction™	software
Acrobat® Messenger™	software
Acrobat® Reader®	software (Example: "Our company provides its Annual Report to shareholders online where they may download the report using Acrobat® Reader® software.")
ActiveShare™	software
Adobe® PhotoDeluxe®	software
Adobe® Premiere®	software, video-editing software
Adobe® Solutions Network	program
Adobe® Studio™	web site, content, services, online collaboration tools, tools, subscription service (Example: "We were able to finalize the layout with our San Francisco office using Adobe® Studio™ online collaboration tools.")
After Effects®	software, motion graphics software visual effects software
Alexa®, Balzano®, Blue Island™, and other fonts	font, font software
Atmosphere™	software, 3D graphics software
Classroom in a Book®	tutorial
ePaper®	technology
Extreme™	technology, printing technology
FrameMaker®	software
GoLive®	software, web design software
Illustrator®	software, graphics creation software
ImageReady™	software
InCopy™	software
InDesign®	software, page layout software
InScope™	software, collaboration and asset management software
LiveMotion™	software, animation software (Example: "We use LiveMotion™ animation software with GoLive® software to create visually rich web content for our customers.")
PageMaker®	software, page layout software
Photoshop®	software, image-editing software
PhotoShop® Elements	software, image-editing software
PostScript®	language, interpreter, or page-description language
PressReady™	software
Streamline™	software
360Code™	feature