

# Adobe Trademark Guidelines

For third parties who license, use or refer to Adobe trademarks



January 1, 2004

**To Third Parties Who License, Use or Refer to Adobe Trademarks:**

Adobe counts among its most valuable assets the company's trademarks and the goodwill they represent. Protection of these marks is a priority for Adobe. These guidelines have been developed for licensees, consultants, distributors, developers, authorized resellers, customers and other third parties to answer common questions about proper use of Adobe trademarks.

The status of Adobe's trademarks is continually changing, and it may be necessary to revise these guidelines from time to time. Please refer to the section "How to Obtain Additional Information" for references to additional resources and for details on how to obtain updated information on these guidelines and the status of Adobe trademarks.

If you are a licensee, please be sure to consult your agreement with Adobe for any additional or different requirements applicable to your use of Adobe trademarks.

Thank you for your cooperation.

**Adobe Systems Incorporated**

## Introduction

Please follow these guidelines carefully. They are designed to ensure proper usage of Adobe trademarks and to prevent consumer confusion that can result from improper or illegal usage.

These guidelines will help you identify the correct form for Adobe trademarks, the proper use of the ® and ™ trademark symbols, and the appropriate attribution statement to accompany your use of Adobe trademarks. The guidelines also provide information related to commonly asked questions about the proper use of Adobe trademarks. For convenience, these guidelines refer only to trademarks, but the rules also apply to service marks as well.

For use of copyrighted materials, such as images, box shots, screen shots, and text, please refer to Adobe's online Permissions and trademark guidelines at <http://www.adobe.com/misc/agreement.html>.

## Proper Use of Adobe Trademarks

You may use Adobe trademarks (but not logos, taglines or icons) to identify Adobe products or services, provided such references are truthful, fair and not misleading as to Adobe sponsorship, affiliation or endorsement of your company, your products or services, and you follow our trademark guidelines.

You may claim, if true, that your product or service is related to an Adobe product or service by using an appropriate phrase, such as "for use with," "for," "works with" or "compatible with," as long as nothing in the manner of such use would create consumer confusion about the source or the manufacturer of the product.

Use the proper trademark form, the appropriate trademark symbol(s) and an attribution statement acknowledging Adobe's ownership of the trademarks, as more fully described below.

## Identifying the Proper Trademark Form

Always use the correct spelling and format of Adobe trademarks with the appropriate trademark symbol(s). For a list of Adobe trademarks showing proper content, spelling, capitalization and marking, see <http://www.adobe.com/misc/agreement.html>. When referring to an Adobe product, use the full name of the product at its first and most prominent mention (for example, "Adobe Photoshop" is preferred over "Photoshop").

Never vary the spelling, add or delete hyphens (even for normal hyphenation at the end of a line of text), make one word two, or use a possessive or plural form of the trademark. Adobe trademarks must always be used as adjectives followed by a generic term (such as “software”), and never as nouns or verbs. For examples of appropriate generic terms that may be used with Adobe trademarks, see the list from the company’s online “General Trademark Guidelines” at <http://www.adobe.com/misc/agreement.html>.

For example:

CORRECT: The image was modified using Adobe® Photoshop® software.

INCORRECT: The image was Photoshopped.

CORRECT: You’ll appreciate the PostScript® interpreter’s unique ability to provide flexibility.

INCORRECT: You’ll appreciate PostScript’s® unique ability to provide flexibility.

### Marking With ® or ™

When using Adobe trademarks, use the appropriate trademark symbol on the most prominent (or if none is prominent, the first) appearance on the materials. Please refer to the database of Adobe trademarks (<http://www.adobe.com/misc/agreement.html>) for proper marking requirements. Once marked, it is not normally necessary to mark subsequent appearances of the trademark in the piece.

Every appearance of an Adobe logo or product name in stylized form should *always* be marked with the appropriate ® and ™ symbol.

If the materials will be distributed only in a certain country or region outside of the United States, please contact Adobe Legal for the appropriate marking information—see the section “How to Obtain Additional Information.”

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For example:

Adobe, the Adobe logo, Acrobat, Adobe Premiere, After Effects, FrameMaker, PageMaker, Photoshop and PostScript are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

The attribution statement typically is included with other legal lines, such as a copyright notice, at the bottom of a web page or, if in printed material, at the end of the document or on the copyright page of a book or manual.

If it is not feasible to include the attribution statement (and if it is not required by any contract you may have with Adobe), use a general-purpose attribution statement in a form such as this:

All other trademarks are the property of their respective owners.

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You may not incorporate or include, in whole or in part, any Adobe trademark or product name in your own company name, product names, service names, trademarks, logos or Internet domain names.

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Adobe® Photoshop® cs



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If you are a developer of an Adobe plug-in or extension, you may use Adobe trademarks in a referential manner on packaging, promotional, and advertising materials to give notice that your product is compatible with the referenced Adobe product or technology, provided you adhere to the following guidelines:

- You may not incorporate or include any Adobe trademark in your company name, trade name, product name, domain name, or in the name of your service;

- Your product name may not be confusingly similar to any Adobe trademark;
- If you state that your product is compatible with an Adobe product, the product must in fact be compatible with that Adobe product and otherwise work as intended and described in the documentation of your product with the referenced Adobe product;
- Any notice that your product is compatible with an Adobe product or technology must be made in a referential manner, such as “for use with,” “for,” or “compatible with.” Example: “Your product name” plug-in for Adobe® Photoshop®; or, ABC extension for Adobe® InDesign®; and
- You must comply with these guidelines and the online “General Trademark Guidelines” at <http://www.adobe.com/misc/agreement.html>.

## Special Marks

### Adobe

The term “Adobe” when used to refer to Adobe software or an Adobe product is a trademark, and its use is governed by the guidelines above. However, when “Adobe” is used only to refer to Adobe Systems Incorporated, then it is being used as a corporate name, not a trademark. When “Adobe” is used as a corporate name, no trademark marking or attribution is necessary—do not use the ™ or ® symbol.

CORRECT: Adobe announced a new product today.

INCORRECT: Adobe® announced a new product today.

CORRECT: Adobe Systems Incorporated

INCORRECT: Adobe® Systems Incorporated

### Acrobat and Adobe PDF

Acrobat is an Adobe trademark used to identify the Adobe Acrobat family of software applications, including the Acrobat Standard and Acrobat Professional products, Acrobat Approval, Acrobat Capture and other Adobe products. The Adobe Portable Document Format (PDF) is the native file format of the Adobe Acrobat family

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## **Photoshop**

Photoshop is an Adobe trademark used to identify the Adobe Photoshop family of image-editing software applications and services, including Adobe Photoshop, Adobe Photoshop Elements and Adobe Photoshop Album. The Photoshop trademark must never be used as a common verb or as a noun. 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 product, and should never be used in abbreviated form. The following examples illustrate these rules:

**CORRECT:** The image was enhanced using Adobe® Photoshop® software.

**INCORRECT:** The image was photoshopped.

**INCORRECT:** The image was Photoshopped.

**INCORRECT:** The image was enhanced using Photoshop.

**CORRECT:** The image pokes fun at the Senator.

**INCORRECT:** He created a photoshop to poke fun at the Senator.

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

**INCORRECT:** A photoshopper sees his hobby as an art form.

**INCORRECT:** My hobby is photoshopping.

CORRECT: The new features in Adobe® Photoshop® software are impressive.

INCORRECT: Photoshop's features are impressive.

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

INCORRECT: Take a look at the new features in PS.

For more information on the proper use of Adobe's trademarks, please refer to the section of this document entitled "Use of Adobe Trademarks in Third-Party Product Names or Materials" and to Adobe's online Permissions and trademark guidelines at [www.adobe.com/misc/agreement.html](http://www.adobe.com/misc/agreement.html).

### **PostScript**

PostScript is an Adobe trademark used with the Adobe PostScript interpreter, the Adobe PostScript page-description language and other Adobe products. Adobe does not permit the use of the PostScript trademark for software, hardware, or other related products from companies other than Adobe, unless the company has obtained a license from Adobe to do so. Always use the PostScript trademark as an adjective, not a noun.

Companies who are not Adobe licensees but who claim to have technology that is compatible with Adobe PostScript products may claim, if true, that their products are "compatible with PostScript Level X" as long as nothing in the circumstances would create consumer confusion. Such companies may not make use of terms such as "PostScript printer" or "PostScript RIP" in connection with their "clone" products.

CORRECT: Adobe has developed industry-standard PostScript® language solutions

INCORRECT: Adobe has developed industry-standard PostScript

CORRECT: The first "real-time" RIP for PostScript® language compatibility

INCORRECT: The first "real-time" RIP for PostScript®

### **Special Program Marks**

Adobe has developed a number of trademarks (including word marks and logos) used in support of certain

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You may also contact:

Legal Department/Trademark Program  
Adobe Systems Incorporated  
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