

**Section Name:** CORPORATE POLICIES – LAW  
**Section No:** 7  
**Policy No:** 7.18

**Date:** 04/12  
**Supersedes:** 10/97

**Subject** TRADEMARKS

---

Trademarks are important, valuable assets. Trademark registrations help with the Company's ability to protect the sale and export of goods into countries of interest, and facilitate stopping infringers from misusing the Company's trademarks. The Company shall select and adopt legally-protectable trademarks without infringing or misappropriating third party rights. The Company shall protect its trademarks, not only by seeking trademark registration, but also by policing third-party misuse and infringement and by using trademarks properly in packaging, communications, and promotional literature. Unit managers and their marketing directors in coordination with the Law Department shall be responsible for the development, clearance and proper use of trademarks in their units.

### **PROCEDURE**

1. **Selection, Clearance and Adoption of a Trademark.** Before introducing a new trademark (word, phrase, symbol, design, etc.), and in advance of production of packaging and promotional materials, the proposed trademark (preferably with one or more alternatives) shall be submitted to the Law Department for a trademark search, legal clearance, and evaluation.
2. **Trademark Protection.** The Law Department shall be consulted to evaluate and recommend the best means of protection for a trademark. Protection includes common law protection as well as formal application for trademark registration. All new applications for registration will be applied for in the name of Avery Dennison Corporation. Legal fees in connection with formal applications will be charged to the applicable unit. New trademarks are to be designated with a ™ symbol. The designation ® or "Registered" is not to be used with a trademark until after the mark is registered and only in association with the goods and services listed in the registration. Application for registration does not constitute registration. The Law Department shall notify unit managers when registrations are effected and when a change in legal notice is to be made.
3. **Infringement.** Any employee who becomes aware of instances of third-party misuse or infringement of Company trademark rights shall notify the Law Department, which will provide advice and assistance on an appropriate response.

Unit managers shall promptly notify the Law Department of any claim or allegation of infringement of a third-party's trademark rights.

4. **Trademark Usage.** After trademarks are registered, they shall be used to mark Company products. Advance copies of advertising copy, promotional materials, press releases, labels, presentations intended for public audiences, packaging, and other materials displaying Company trademarks shall be submitted to the Law Department for review. Units shall maintain accurate records to evidence the first sale of products in commerce (e.g., shipping documents, invoices) under the adopted trademarks and further use of such marks, whether registered or not. In any case, where a third party, such as distributor or license holder, is lawfully using the Company's trademarks, unit managers shall see to it that each usage of such marks will be accompanied by a notice of the Company's proprietary rights.
5. **Trademark Maintenance.** Unit managers shall be advised of trademark maintenance activities, including renewals, taxes, etc. Requisite fees for maintenance will be

charged to the unit. Unit managers shall advise the Law Department in writing of any decision to abandon a trademark, including interruption in use of a trademark (in excess of one year).

**Updates:**

Law Department

**References:**

Corporate Policies:

4.6, Product Marking

7.19, Records Retention and Protection

**Related Topics**

Section Name	Policy No	Subject
CORPORATE POLICIES – LAW	7.21	Records Retention and Protection
CORPORATE POLICIES – OPERATIONS	4.6	Product Marking