



TRADEMARK GRAMMAR / GUIDELINES

The following rules demonstrate the necessary principles of trademark grammar, as established by federal statutory and case law. If these rules are not followed, trademark rights may be lost.

Maxim No. 1. Never use the AABE trademark as a noun.

Improper Use: AABE is a wonderful organization.

Proper Use: The AABE organization is growing at a steady pace.

Maxim No. 2. Never use AABE trademark as a verb.

Improper Use: AABE your way to a wonderful job in Washington.

Proper Use: One of the services provided to the AABE membership is access to employment opportunities from across the country.

Maxim No. 3. Never use the AABE trademark as a plural.

Improper Use: There are a number of local AABEs in the United States.

Proper Use: There are a number of local AABE chapters in the United States.

Maxim No. 4. Never use the AABE trademark as a possessive.

Improper Use: There are many individuals who are committed to AABE's strategic goals.

Proper Use: The AABE organization is committed to participating in the formation of national energy policies and programs.

Maxim No. 5. Never use the AABE trademark in any form other than the designated form.

The integrity of the AABE trademark should always be maintained. Modifications to the color, stripping or font of the characters, and/or spelling changes are not permitted. An electronic and camera ready version of the AABE logo is available from the national office.

Maxim No. 6. Always use the AABE trademark as an adjective.

Improper Use: Please join AABE.

Proper Use: Please join the AABE organization.

Maxim No. 7. Always use the AABE trademark distinctively.

The trademark is a valuable business asset. Always set forth the trademark in all capital letters. In all printed materials make the trademark stand out from the rest of the words in the text: "AABE®" should be used and not "Aabe."

Maxim No. 8. Always use the TM designation.

Anyone who claims rights in a mark may use the TM (trademark) or SM (service mark) designation with the mark to alert the public to the claim. The registration symbol, ®, may only be used when the mark is registered in the United States Patent and Trademark Office. It is improper to use this symbol at any point before the registration issues.

Maxim No. 9. Do not associate the AABE trademark with any service that is unrelated to:

“Association services, namely providing a forum for African American and other minorities to participate in the development of energy policies, regulations, R&D technologies and environmental issues.”

Accordingly, the AABE trademark should not be used in conjunction with caps, sweats, bodysuits, fitness tops, headbands, jackets, caps, pants, shirts, shorts, socks, tights, t-shirts, and warm-ups or any other good or product whatsoever because this improper use undermines its value and legal validity. If this maxim is not followed, trademark rights may be lost.

Maxim No. 10. Reproduction of the AABE trademark should only be in black, burgundy or gray.