

WORK PERSONALITY INDEX®

TRADEMARK GUIDELINES



Trademarks are words or symbols that are used to identify a company's products and/or services and differentiate them from those offered by other companies.

Trademarks are valuable assets. Customers expect a certain standard of quality from a company's products and/or services based on recognition of its trademarks.

In order to protect its valuable trademark assets, Psychometrics Canada Ltd., has adopted the following guidelines, which must be adhered to by all persons and entities using the Work Personality Index® trademark. If you have any trademark questions or are uncertain about the proper reference in a particular case, please do not hesitate to contact Psychometrics at 1-800-661-5158.

The key to trademark protection is to ensure that the public always recognizes a particular word or symbol as a trademark and not simply as the generic name for a product. Please follow the Work Personality Index® Trademark Guidelines when using or displaying the Work Personality Index® trademark.

WORK PERSONALITY INDEX TRADEMARK

Trademark

Work Personality Index®

Acknowledgment

Work Personality Index is a registered trademark of Psychometrics Canada Ltd., in Canada, the USA and other countries.

DESIGNATION OF TRADEMARK SYMBOLS

The circle-R symbol (®) identifies a trademark that has been formally registered by the Canadian and U.S. Patent and Trademark Offices. It is used when the mark identifies the products or services for which the mark has been registered. The ® symbol is usually placed in the upper right-hand corner of the trademark.

TRADEMARK USAGE GUIDELINES

Please refer to the trademarked products and services by their associated trademarks and service marks, and ensure that your references (a) are truthful, fair, and not misleading; and (b) comply with these Guidelines (which may be modified from time to time at Psychometrics' sole discretion).

When using our trademarks:

- Follow the Guidelines described below.
- Do not incorporate these trademarks into your own product names, service names, trademarks, logos, or company names.
- Do not adopt marks or logos that are confusingly similar to our marks.

GUIDELINE #1 ALWAYS use a trademark as an adjective, accompanied by an **APPROPRIATE** noun.

Never use a trademark as a noun. Do not pluralize a trademark or make it possessive (which would be using it as a noun). Do not join a trademark to other words, symbols, or numbers, either as one word or with a hyphen. And never abbreviate a trademark.

Here are some examples of proper and improper use of our trademarks:

Improper use: *She administers the Work Personality Index®.*

Proper use: ***She administers the Work Personality Index® assessment.***

Improper use: *We use the Work Personality Index®.*

Proper use: ***We use the Work Personality Index® tool.***

Improper use: *The Work Personality Index® is a powerful resource.*

Proper use: ***The Work Personality Index® assessment is a powerful resource.***

GUIDELINE #2 ALWAYS use an appropriate trademark symbol.

For the trademark symbol, the superscript circle-R[®] is preferred, but if it is not available, use parentheses: (R)

- On Web sites, use the ® symbol at the most prominent use of the trademark (typically in a header) and again on the first occurrence in the body of the text— use of the ® symbol must be repeated on every separate Web page in which the trademark appears.
- In letters, memos, press releases, white papers, advertising, and brochures, and in slides, video, and other multimedia presentations, use the ® symbol at the most prominent use of the trademark (usually a headline) and again on the first occurrence in copy.
- In newsletters, magazines, and publications containing multiple articles, use the ® symbol on the first occurrence of each trademark in the Table of Contents and in headlines, and on the first occurrence in EVERY article in which the trademark is used.
- In annual/quarterly reports, books, technical documentation, and other bound documents, use the ® symbol on the first occurrence of the trademark in the Table of Contents, in headlines, and on the first occurrence in text.

GUIDELINE #3 ALWAYS use an appropriate trademark acknowledgment.

A trademark acknowledgment alerts readers to the ownership of the trademark. The appropriate trademark acknowledgment will vary depending on who owns the mark.

- Use the acknowledgment in printed material such as advertising and marketing materials, press releases, slides, presentations, brochures, and annual/quarterly reports. In these materials, the acknowledgment should appear as a footnote and, in multiple-page documents, on the last page of the document.
- Use the acknowledgment in Websites. The acknowledgment should appear after the click for “Legal Information” or, if there is no “Legal Information” page, on the Web site’s home or start page.
- The acknowledgment should state: “The Work Personality Index® is a registered trademark of Psychometrics Canada Ltd.”

GUIDELINE #4 ALWAYS use the trademarks in the way they were intended to be used.

Please do not alter the trademarks in any way. Do not parody them or portray them in a negative light.

GUIDELINE #5 Use our trademarks to refer **ONLY** to the genuine trademarked products & services.

For example, use the Work Personality Index® trade-mark only to refer to the genuine Work Personality Index® products and services. The only way to obtain a Work Personality Index® assessment is by using the authentic Work Personality Index® tool. Other instruments should not be described using the Work Personality Index® trademark.

GUIDELINE #6 **ALWAYS** capitalize.

Always capitalize at least the first letter of the Work Personality Index® tool to indicate you are using a trademark.

For additional information, contact us at 1-800-661-5158.

Psychometrics Canada

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