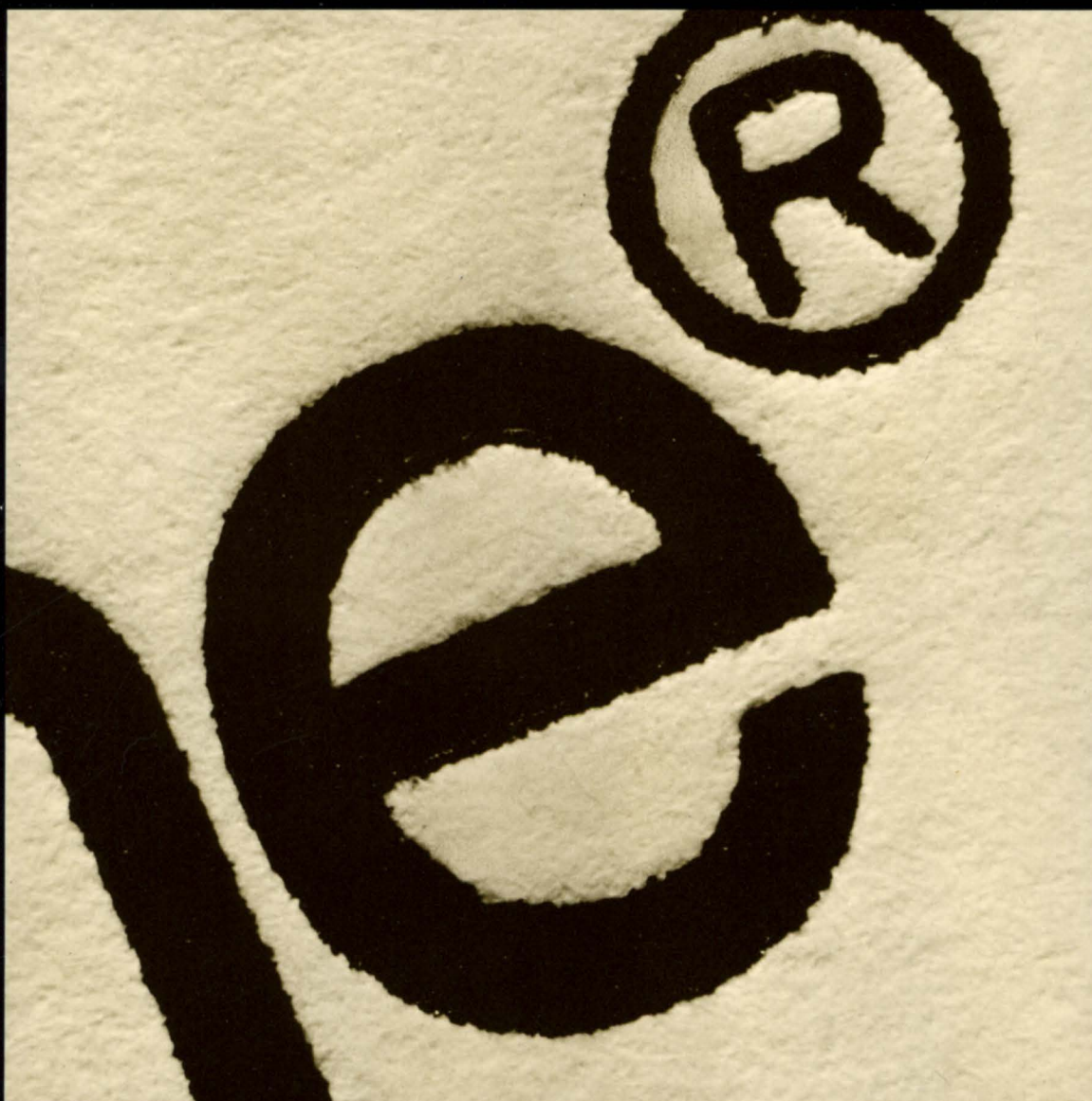


Trademark & Service Mark Manual

Fourth Edition



Bell System

TCI Library: www.telephonecollectors.info

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Fourth edition – March 1978

This edition has been completely revised. Previous editions are obsolete and should be destroyed.

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Need for a uniform graphic identification and the "Newmark" alphabet

The old logotypes at the right illustrate the confusion that once existed when Bell System products and services each had their own graphic identity. It appeared as if these products and services were those of totally unrelated companies. By comparison, the new logotypes clearly establish a family resemblance that says these are the products and services of one unified organization. Combining these logotypes with the bell symbol assures their recognition as part of the Bell System "family."

There are important legal requirements that affect the use of marks; these requirements are discussed on Pages 13-15. Careless adherence to these requirements can destroy the Bell System's exclusive right to its proprietary marks.

The alphabet

A unique alphabet has been designed to identify Bell System trademarks and service marks. As products or services are developed and named, their logotypes will be formed from the letters of this alphabet, demonstrated in this manual as the "Newmark" alphabet.

Note: This alphabet cannot be used for any purpose other than for Bell System trademarks and service marks. It must not be used for general typesetting of body or headline copy.

Old logotypes (Partial list)

bellboy

Call-a-matic

the **CALL** director

DATA·phone

DATA speed

icturephone

Princess

TOUCH**TONE**

Trimline

New logotypes (Partial list)

 bellboy

 call a matic

 call director

 dataphone

 dataspeed

 picturephone

 princess

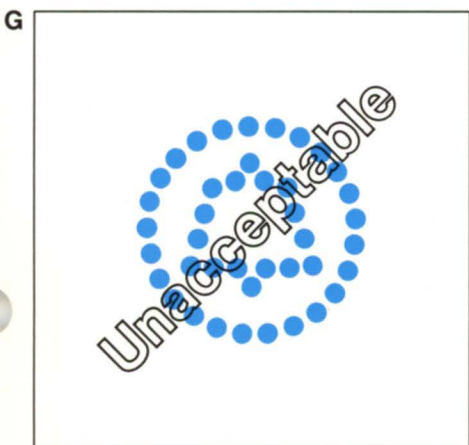
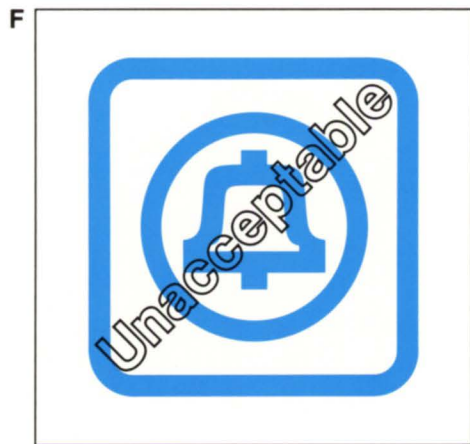
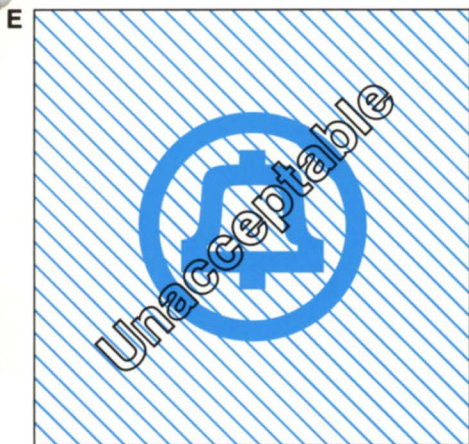
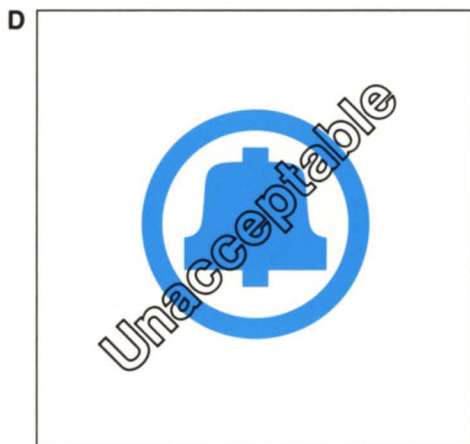
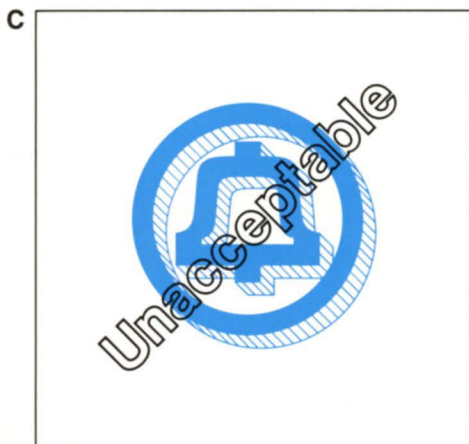
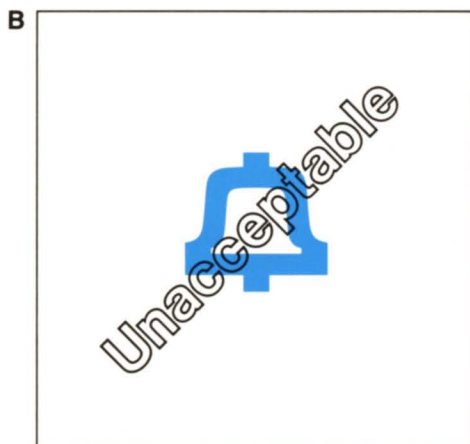
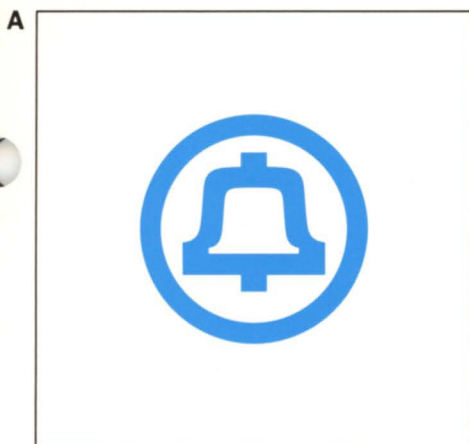
 touch tone

 trimline

abcdefghijkl
klmnopqrr
sttuvwxyz
1234567890



newmark



The bell symbol: Unacceptable graphic techniques

For additional examples, refer to
Page 7 of the Bell System Graphic
Standards Manual, Second Edition.

A. Correct bell symbol: This symbol (consisting of the bell and its surrounding circle) is the cornerstone of all Bell System identification. The two elements that make up the symbol are always to be considered as a single unit.

B. Unacceptable, symbol element missing: The bell must always be shown with its surrounding circle.

C. Unacceptable, addition of graphic shapes: Do not add shapes or other graphic devices to the symbol; they will destroy the recognizable shape of the symbol.

D. Unacceptable, solid bell: The bell should never be shown as a solid bell.

E. Unacceptable, conflicting background: Do not place the symbol against a background of a strong pattern or texture.

F. Unacceptable, added border: The addition of a border around the symbol creates, in effect, a new symbol and destroys the integrity of the official symbol.

G. Unacceptable, improper construction: The bell symbol must not be constructed out of unapproved graphic elements, such as dots, lines, etc. Always reproduce the symbol from approved art.

H. Unacceptable, part of other symbol: The symbol may never be used as an element of another symbol. This weakens its stature as a symbol standing for the Bell System.

Trademark and service mark configurations

Three configurations have been developed to properly relate the bell symbol to the logotype of the trademark or service mark. These are the only approved configurations, no others can be used.

A. Linear configuration: The one-line configuration features the bell symbol followed by the logotype of the product or service.

B. Flush left configuration: Both bell symbol and logotype are aligned at the left, with the bell symbol always on top.

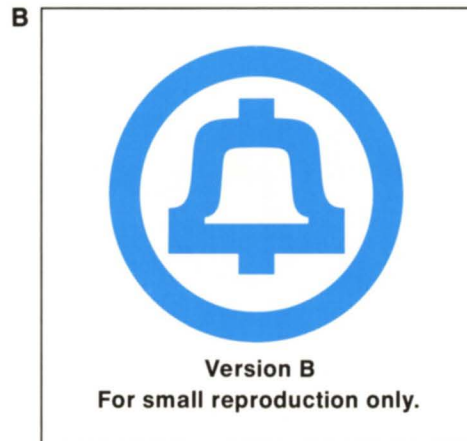
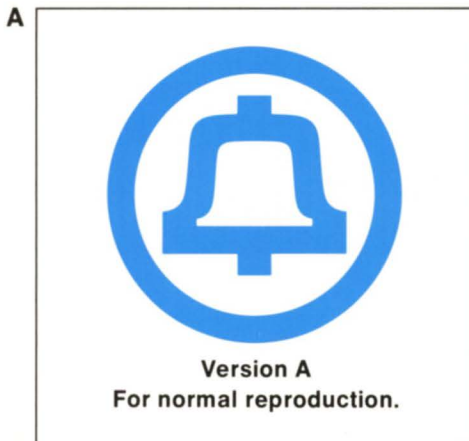
C. Centered configuration: The bell symbol is centered above the logotype.

Note: While the *entire* trademark or service mark configuration may be increased or decreased in size, the relative dimensions of symbol and logotype, and their relative position to each other, must not be altered.

In the grid displaying the three configurations, each increment is equal to the width of the letter "i". Reproduction sheets for printed materials are available from your company corporate identification program administrator, Public Relations Department or: Advertising Manager—Graphic Design, AT&T, Public Relations and Employee Information Department, New York, New York. Telephone: (212) 393-2707

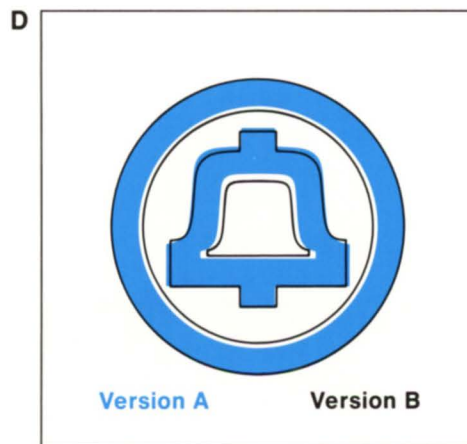


Mechanical reduction of the bell symbol



If the normal bell symbol is reduced to 1/2 inch in diameter or less, it appears too light in relation to the logo-type. For this reason we have two versions of the bell symbol in different weights.

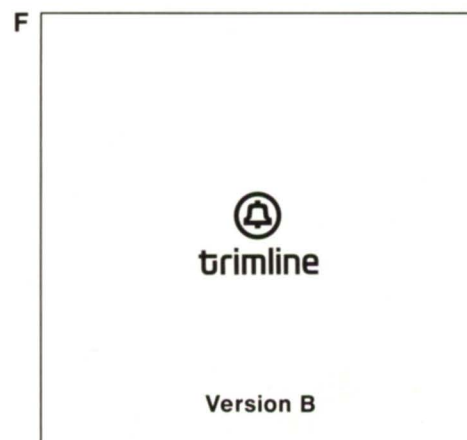
Version A—For normal reproduction: This is the normal version of the bell symbol combined with logo-types as shown on the opposite page. It should be used on all sizes of the mark where the symbol is above 1/2 inch in diameter.



Version B—For small reproduction only: This version of the bell symbol should be used in reductions of the mark when the symbol becomes 1/2 inch and smaller in diameter.

C. Weight differences: The difference between Version A and B is difficult to discern when they are both large, however this demonstration clearly shows that Version A loses strength in comparison to Version B in small sizes.

D. Weight difference comparison: A linear representation of Version B is superimposed over a solid Version A to demonstrate their differences.



E. Unacceptable, use of Version A in small size: This mark is incorrect. The Version A symbol has been reduced below 1/2 inch in diameter.

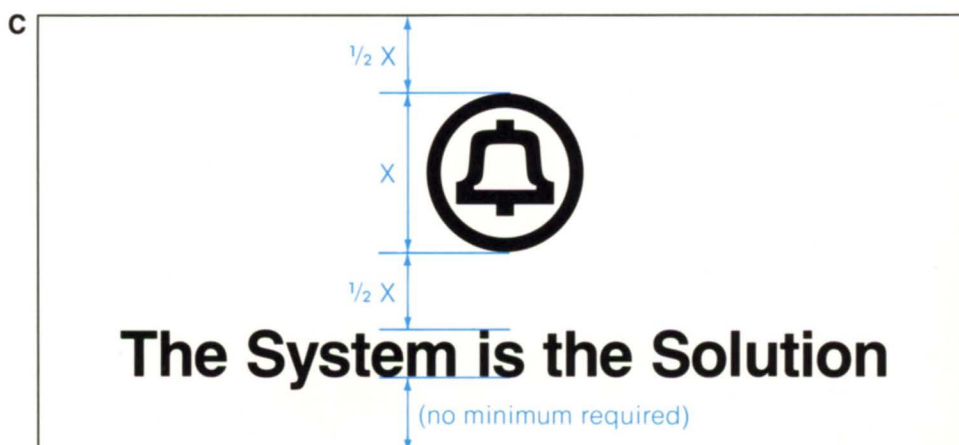
F. Correct, use of Version B in small size: The Version B symbol has been used correctly in this mark where the symbol diameter is less than 1/2 inch.

Staging

Maximum impact from the mark requires good "staging." The mark should not be crowded in a tight space where it may become confused with other material. These guidelines establish the minimum space that should occur between a mark and any other element, such as illustrative material, typography or the trim edges of the paper, borders, etc. Whenever possible this space should be increased.

A&B. Staging of standard mark configurations: All material should be kept at least $\frac{1}{2}$ "X" away from the mark—"X" being the height of the surrounding circle element of the bell symbol. Do not measure from the bottom or top of the accompanying logotype.

C. Staging of symbol/copy line: This example deals with staging when a company slogan or any other copy line is used. Although the staging space between the symbol and slogan or copy line must be the aforementioned $\frac{1}{2}$ "X", there is no minimum staging space required between this copy line and any other graphic element, or the trimmed edge of the page.

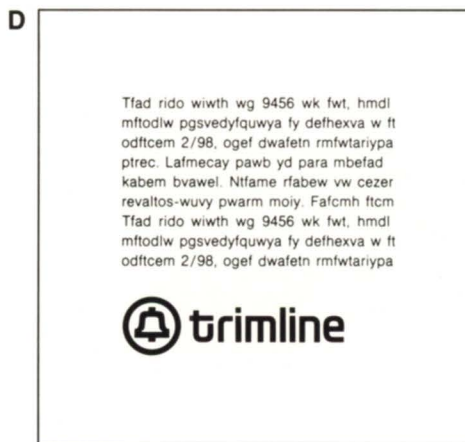
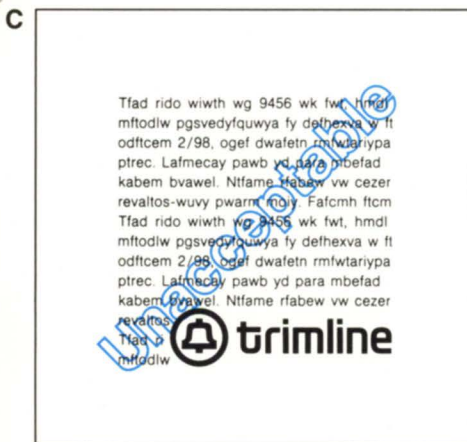


Correct and incorrect staging



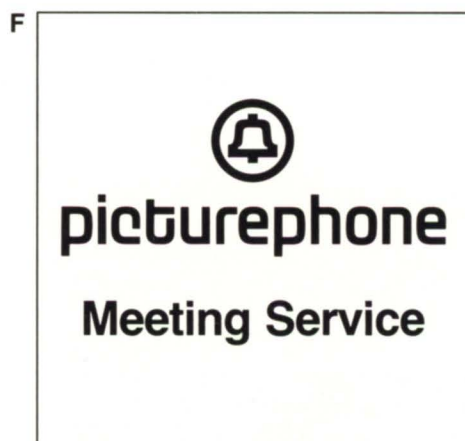
A. Unacceptable, inadequate staging space: This example is incorrect because the copy below the mark is not 1/2 "X" away from the mark.

B. Correct, appropriate staging: This example illustrates correct staging, the copy is at least 1/2 "X" away from the mark.



C. Unacceptable, encroaching copy: The body copy is encroaching on the mark within the required minimum 1/2 "X" staging space.

D. Correct, appropriate staging: This example demonstrates appropriate staging of the mark at the end of body copy.



E. Unacceptable, encroaching name: The generic name "Meeting Service" is encroaching on the service mark "Picturephone" within the 1/2 "X" staging space, and could be misconstrued as an incorrect mark, i.e. a combination of "Picturephone Meeting Service." The mark "Picturephone" is weakened by such an association.

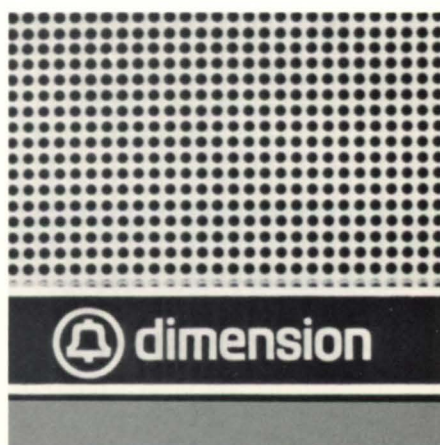
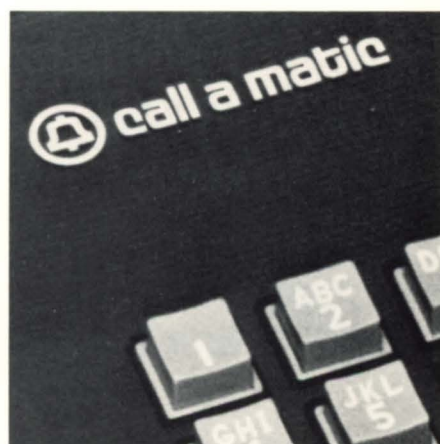
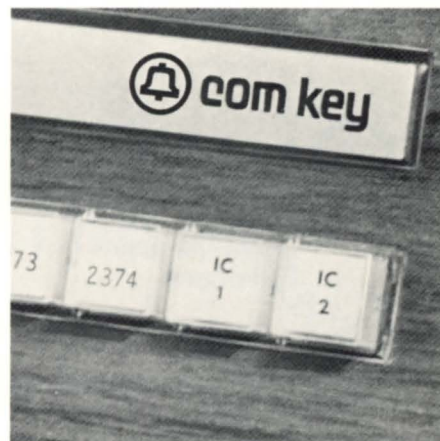
F. Correct, appropriate staging: The generic name, "Meeting Service," is now properly removed from the service mark by the 1/2 "X" staging space.

Product identification

These photographs illustrate how consistent application and prominent placement of marks bring a sense of unity and visual impact to our products.

The symbol and lettering of the trademark should be the same color on each instrument. Whenever materials permit, there should be considerable contrast between the color of the symbol-logotype and its background.

As marking dies for existing products wear out, they will be replaced with new dies bearing the approved trademark. New products will of course be marked in this fashion at the outset.



A trademark is any word, name, symbol, or device adopted and used by a manufacturer or merchant to identify his goods and distinguish them from those manufactured or sold by others, e.g., a Princess® telephone. A service mark identifies a service, e.g., Dataphone® data communications service. A trade name identifies a business, e.g., American Telephone and Telegraph Company.

AT&T marks are adopted only after consideration and recommendation by the AT&T Names Selection Committee and approval by high level management. The Western Electric Names and Trademarks Committee fulfills a similar function.

Trademarks are acquired by adoption and exclusive use. Once established by use, they may be registered with either the State or Federal government, or both.

Adoption, by itself, of a mark gives no right to its protection. The right is acquired by use and will be lost if use is discontinued or if the mark ceases to serve the function of distinguishing the owner's products or services. Loss of distinctiveness will occur if the owner fails to use the mark properly or lets others misuse it. To be of value the mark must be treated in such a way as to maintain its distinctive nature by proper use in advertising, in tariffs, and in trade, technical, and other journals.

When a mark appears in text, adherence to the following rules will help to protect our legal rights:

➤ Always use a mark as an adjective modifying the common name of the product or service.

➤ Always make a mark typographically distinctive.

➤ Use the registration symbol ® for registered marks, and an approved form of notice for unregistered marks, the first time a mark appears in the text copy of any printed material. See Page 14, Section 4.

The Marks Insert Section found in the center of this manual presents examples of Bell System marks set in type, i.e., how they might appear in text, the common (generic) names to be used in conjunction with each mark, and the proper form of the logotype style.

In general, proper use of a mark means *not* to use it as if it were a generic term or the common name of the product or service. If you comply with the following guidelines, you can protect our exclusive rights to the use of Bell System marks and enhance their future value.

1. Use of a mark as an adjective to modify a common name: Marks should always be used as adjectives when they appear in printed text; *never* as nouns, verbs, possessives or in the plural.

A Bell System mark always signifies our particular brand of product or service—such as “Trimline”; it does not signify the common name of a

product, such as “telephone,” or the common name of a service. Consequently, a mark should precede and modify a common name of a product or service.

Trimline (mark)	telephone (common name)
--------------------	----------------------------

In this example the trademark “Trimline” is an adjective that modifies the common name “telephone.”

Not as a noun

Incorrect: Put the Princess beside the chair.

Correct: Put the Princess phone beside the chair.

Not as a verb

Incorrect: Try Dataphoning your statistical information.

Correct: Try transmitting your statistical information by Dataphone data communication service.

Not in the possessive

Incorrect: The Bellboy's compact design is attractive.

Correct: The Bellboy set's compact design is attractive.

Not in the plural

Incorrect: The order was for three Call Directors.

Correct: The order was for three Call Director telephones.

If several references to the same product or service are required in the text, the mark may be used with different common names.

Legal considerations and guidelines

Note: A mark may stand alone, i.e. without a common name, on packaging, as a headline on brochures, booklets, exhibits, displays and advertising, *provided* it appears in our distinctive stylized alphabet and is staged correctly. See Page 6 for correct staging.

2. Make a mark typographically distinctive: An initial capital letter may be used to distinguish the mark from other body copy, e.g., Princess telephone. The mark may also be shown in a different color or value or in all caps. Particularly where the surrounding copy includes other initially capitalized words, set the mark either in all caps, bold face, italics, or enclose it in quotation marks.

3. Use a registration notice for registered marks: Notice of registration helps to enforce the exclusive right to a trademark or service mark.

When our registered marks are reproduced in our unique alphabet with the bell symbol, use of the ® is permissible but not required. When the mark is set in text, however, it is required that a notice of registration be used.

For registered marks, use one of the following forms of registration notice:

a. Use the registration symbol, ®, and place it on the shoulder of, or adjacent to, the last letter of a registered mark:
Princess® phone

This unobtrusive symbol is preferable and the most common method of

showing a mark's registration.

b. The legend "Registered U.S. Patent and Trademark Office" (or abbreviated as "Reg.U.S. Pat.& TM Off.") may be shown as an asterisked footnote:
Princess* telephone
*Registered U.S. Patent and Trademark Office (or *Reg.U.S. Pat. & TM Off.)

c. The legend "Registered trademark (or service mark)" may also appear as an asterisked footnote when used in material in which the marks of others do not appear:
Princess* telephone
*Registered trademark
Dataphone* data communications service
*Registered service mark

d. When our marks are used in material that contains the marks of others as well, the legend to be used as an asterisked footnote should identify the corporate owner of the mark.
Princess* telephone
*Registered trademark of AT&T Co.

4. Use a different notice for unregistered marks:

a. Unregistered marks *must not* be shown with a registration notice. However, where possible, use the legend "Trademark" (or "Service mark"). This may appear as an asterisked footnote when used in material in which the marks of others do not appear:
Design Line* telephone
*Trademark

b. When our unregistered marks are used in material that contains the trademarks of others as well, the

legend to be used as an asterisked footnote should identify the corporate owner of the mark.
Design Line* telephone
*Trademark of AT&T Co.

c. The unregistered mark should carry the asterisked footnote in its first appearance in text copy. The mark need not carry the asterisked footnote on subsequent appearances in the same publication.

d. Unregistered marks may be shown with the bell symbol and in our stylized alphabet.

e. When our unregistered marks appear in material that does not contain the marks of others it is permissible to use "TM" on the shoulder of, or adjacent to, the last letter of the mark:
Design Line™ telephone

5. Use of non-Bell System trademarks: Where possible, use an asterisked footnote with a mark of another manufacturer.

Examples:
Candlestick* telephone
*Registered trademark of American Telecommunication Corporation

Other companies, when mentioning our products or services in their material, should adhere to the same rules we follow.

Examples:
Call Director* telephone
*Registered trademark of AT&T Co.

Dataphone* data communications service
*Registered service mark of AT&T Co.

6. Outside companies may not use our stylized trademarks or service marks:

While it is permissible for other companies to mention our trademarked products and services — they *may not* use our stylized marks in the "Newmark" alphabet, with or without the bell symbol.

7. Outside companies may not use the bell symbol:

Requests from outside companies to use the bell symbol in their advertising and promotional activities should be politely but firmly refused.

8. Proper reference to "Design Line" in printed copy:

The designation "Design Line" identifies the source of a group of decorator telephones, which presently includes Western Electric models and American Telecommunication Corporation (ATC) models.

ATC models must be treated as follows: Antique Gold*, Chestphone*, Early American*, and Mediterranean* telephones should be footnoted:

Trademark of American Telecommunication Corporation. The Candlestick phone should be footnoted:

*Registered Trademark of American Telecommunication Corporation.

(See rules for "Use of non-Bell System trademarks," Item 5, Page 14.)

Design Line* phone is to be footnoted

*Trademark of American Telephone and Telegraph Company in its first use in text copy.

Here are additional rules to follow for the use of "Design Line" in print:

a. Every time "Design Line" appears in text copy it must be used as an adjective — not as a noun, verb or possessive. When used in text copy it must be type-set with initial capital letters.

Correct: There's a Design Line telephone that's just right for your home or office.

Incorrect: Don't overlook our design line for your new home.

b. When used as a headline, "Design Line" should be reproduced in one of the three configurations demonstrated on Page 4. In this situation, the mark must appear in the proper "Newmark" alphabet.

9. Use of two marks together: Two marks should not be used adjacent to each other. There may be some exceptions to this rule, for example, "Touch-Tone® Princess®" phone, but it is important that a registration symbol appear with each mark. A preferred treatment would be "Princess® phone with Touch-Tone® calling."

10. Identification of registered trademarks within a Bell System publication:

In a Bell System publication the ® indication should be used only for Bell System registered trademarks. Registered trademarks of other companies should be represented by the use of an * to indicate use of a footnote stating: Registered trademark of (other company).

11. Use of the bell symbol: The bell symbol is not to be used to identify non-Bell System trademarks and services, nor products of other organizations when the nature and quality of those products are not controlled by AT&T.

12. Correct identification of trademark: A numerical designation of a type or model should not be included in the material designated as a mark.

Incorrect: Dataspeed 40* set
*Registered Trademark of AT&T Co.

Correct: Dataspeed* 40 set
*Registered Trademark of AT&T Co.

The common name of a service or product should not be included in the material designated as a mark.

Incorrect: Picturephone meeting service*
*Registered service mark of AT&T Co.

Correct: Picturephone* meeting service
*Registered service mark of AT&T Co.

Typographic treatment

Examples of correct and incorrect typographic treatments of trademarks are shown on Pages 16, 17 and 18. These comments also apply to service marks.

A. Unacceptable, variation of type styles: When using the trademark in body copy, do not use the "Newmark" alphabet. Set the mark in the same typeface as the rest of the copy, but make it typographically distinctive.

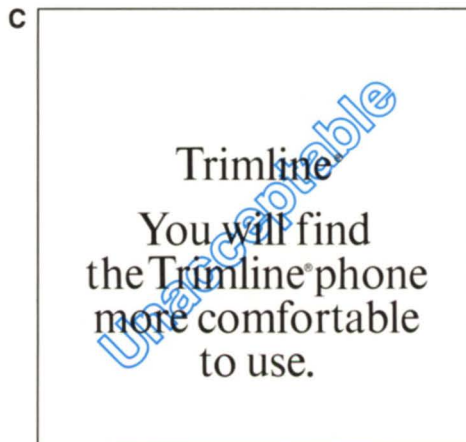
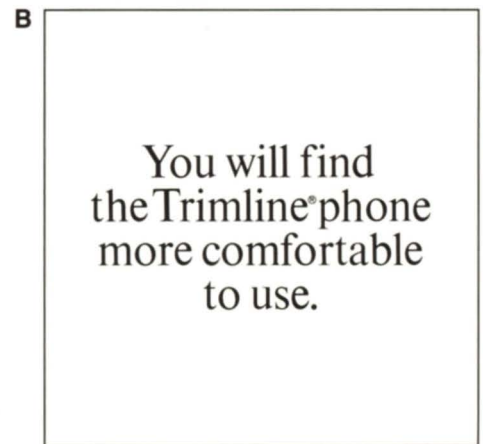
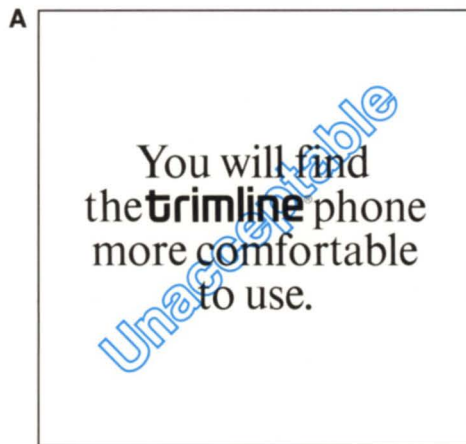
B. Correct, use of body type style: When using the mark in body copy in the typeface of the copy, it is preferable to use an initial cap and lower case letters. Alternatively, however, all caps, italics, underscoring or quotation marks may be used, if desired, to identify the mark. The ® symbol should follow the first use of a registered trademark or service mark.

C. Unacceptable, incorrect display use: When trademarks are used as a display line, an approved trademark configuration (Page 4) should always be used.

D. Correct display use: An approved trademark configuration is used correctly when it is used as a display line.

E. Unacceptable, incorrect display use: The trademark should never be set in a standard typeface when used as a display line or headline.

F. Correct display use: The trademark is used correctly as a display line in one of the approved symbol and logotype configurations.



G



H



G. Unacceptable, use of trademark configuration in sentence: A trademark configuration should never be used as part of a sentence.

H. Correct, use of trademark configuration as display line: A trademark configuration can be used as a display or headline when properly staged.

I



J



I. Unacceptable, logotype without symbol: When trademarks are used as a display line on a brochure or advertisement, always use the combination of the bell symbol and the logotype in one of the approved configurations (Page 4). It is incorrect to use the logotype alone.

J. Correct, logotype with symbol: Example of the proper use of an approved symbol/ logotype configuration as a display line.

K



L



K. Unacceptable, visual competition: When a trademark and a company signature appear in close proximity, and are of similar sizes, visual competition takes place which diminishes the effectiveness of both elements and introduces confusion about the purpose of the communication.

L. Correct, visual compatibility: In this example it is clear that the brochure is about the Trimline phone and that the message is sponsored by Ohio Bell. There must be a significant difference in the relative sizes of the two identification marks in order to clearly define the purpose of the communication.

Typographic treatment

M



N



M. Unacceptable, confined mark:

It is incorrect to confine a mark in a shape as shown here. The only exception is the shape of a nameplate affixed to a piece of equipment.

N. Correct, unconfined mark:

The shape is not confined to the mark; it includes the additional copy and is therefore permissible.

O



P



O. Unacceptable, stylized alphabet body copy:

The stylized alphabet is restricted for use as logotypes for trademarks and service marks.

P. Correct, normal body copy:

This example illustrates body copy in a typeface *other* than the stylized alphabet.

Q



R



Q. Unacceptable, generic name combined with stylized trademark:

A trademark does not include the common or generic name of the product.

R. Correct, properly defined trademark:

The trademark is properly defined, by means of a statement properly staged away from the mark.

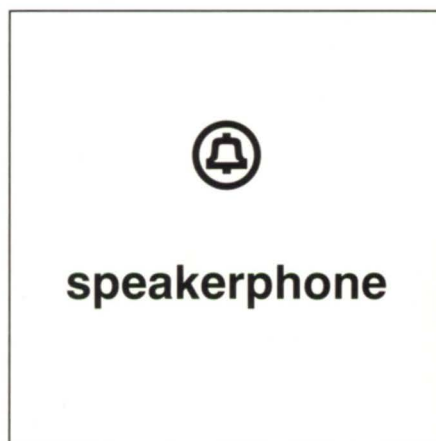
S. Unacceptable, generic name used in conjunction with bell symbol:

A generic name may never be shown in the "Newmark" alphabet or used in conjunction with the bell symbol.

S



T



T. Correct, proper typography and staging:

Generic name is set in *other* than the "Newmark" alphabet. If used near the bell symbol, position in accordance with the staging guidelines on Page 6.

Identification for PhoneCenter Store



PhoneCenterStore



PhoneCenterStore 

A unique logotype has been developed to identify PhoneCenter Store. Because of the retail orientation of the PhoneCenter Store program, a decision has been made to display this logotype in a special typeface. This signature format also establishes a non-standard relationship of the bell symbol to the logotype.

The illustrations on the left are the approved configurations of the identification, both *with* and *without* the bell symbol. Details regarding the graphic use of these identification marks can be found in the PhoneCenter Store Graphic Standards Manual and in the PhoneCenter Store Signage Manual.



PhoneCenterStore



PhoneCenterStore



If you have any questions concerning the application of identification graphics for the PhoneCenter Store program, contact the corporate identification program administrator in your company's Public Relations Department or: Advertising Manager – Graphic Design, AT&T Public Relations and Employee Information Department, New York, New York.
Telephone: (212) 393-2707



PhoneCenterStore



PhoneCenterStore



Identification for Bell System Yellow Pages

Bell System companies use a special version of the Yellow Pages identification mark. The objective is to create immediate viewer perception of Bell System sponsorship.

The words "Yellow Pages" have been reset using a capital "Y" and a capital "P". Modifications have also been made within the "Walking Fingers" illustration for improved clarity in reproduction. Interior lines have been removed and the "fingers" have been slightly refined.

There are three configurations of the Yellow Pages identification mark approved for Bell System use:

- A. Two-lines vertical**
- B. Two-lines horizontal**
- C. Four-lines horizontal**

Three configurations are considered necessary to provide broad flexibility for layout of graphic materials. The decision as to *which* configuration to use will be determined based upon spatial requirements and layout.

The Bell System Yellow Pages logo-type must appear in one of the three configurations illustrated on this page.

If you have any questions concerning the application of identification graphics for the Bell System Yellow Pages program, contact the: Advertising Manager—Graphic Design, AT&T Public Relations and Employee Information Department, New York, New York. Telephone: (212) 393-2707

A



Bell System
Yellow Pages

B



Bell System
Yellow Pages

C



Bell
System
Yellow
Pages

New marks will be developed and approved in accordance with Bell System practices. Reproduction materials for new marks will then be produced by AT&T or their designated design consultants. Associated companies are not to produce new art for marks, but should use the approved reproduction materials.

There is much at stake in the proper use of our trademarks and service marks. The unified mark system presented in this manual creates and sustains recognition of Bell System equipment and services. Our proprietary position depends entirely upon how we protect these valuable properties in everyday use.

How to obtain information and materials.

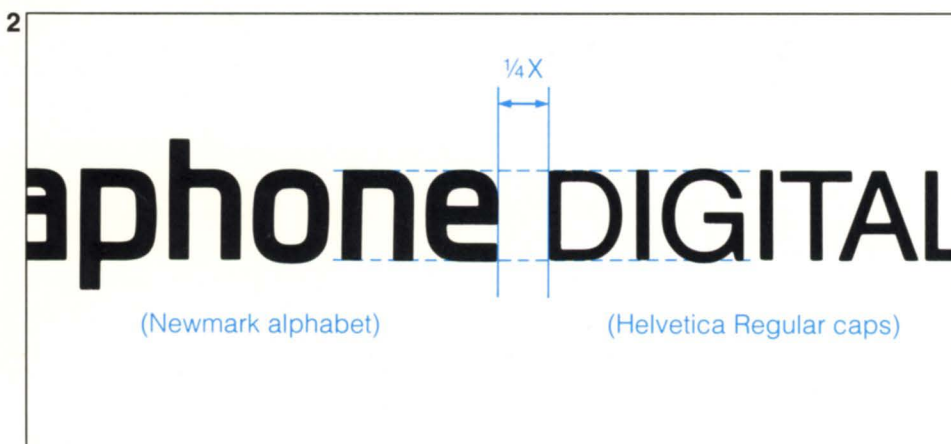
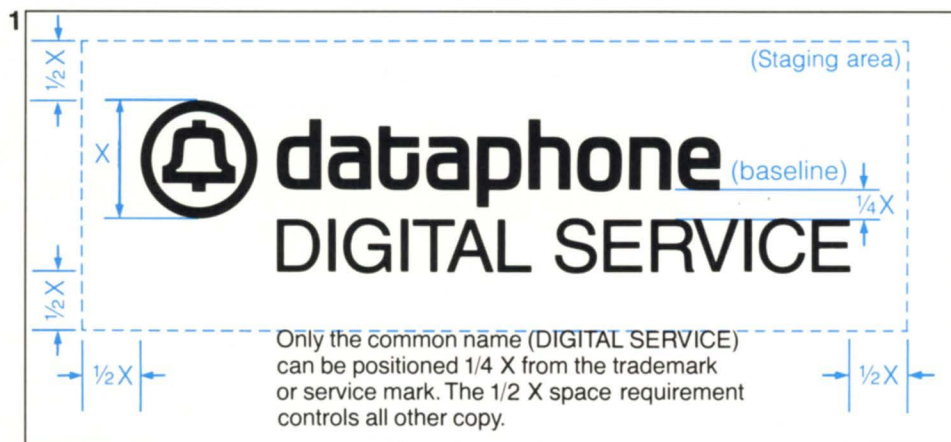
If you have any questions about how to proceed in a particular situation that is not demonstrated in this manual, or if you require additional copies contact:

1. Company corporate identification program administrator,
2. Company legal department, or,
3. Advertising Manager —
Graphic Design, AT&T Public Relations and Employee Information Department,
New York, New York
Telephone: (212) 393-2707



Corporate Identification Program Graphic Guidelines Information Bulletin

Re: Trademarks and Service Marks



Purpose

This bulletin revises and extends the graphic guidelines for the printed reproduction of Bell System trademarks and service marks, as currently shown in the Bell System Trademark & Service Mark Manual—Fourth Edition.

1. Revises guidelines for positioning the common (or generic) name of a Bell System trademark or service mark, in relation to the display of the official identification.
2. Establishes new specifications for typesetting the common name, plus model designations that utilize numerals.

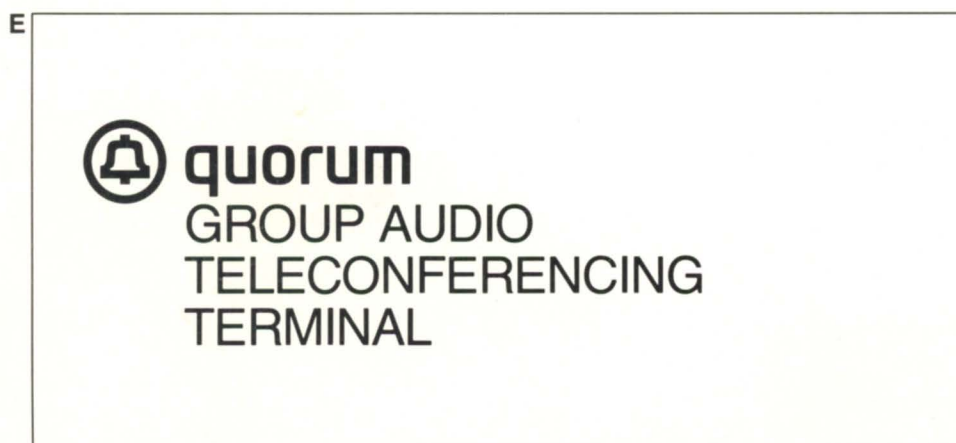
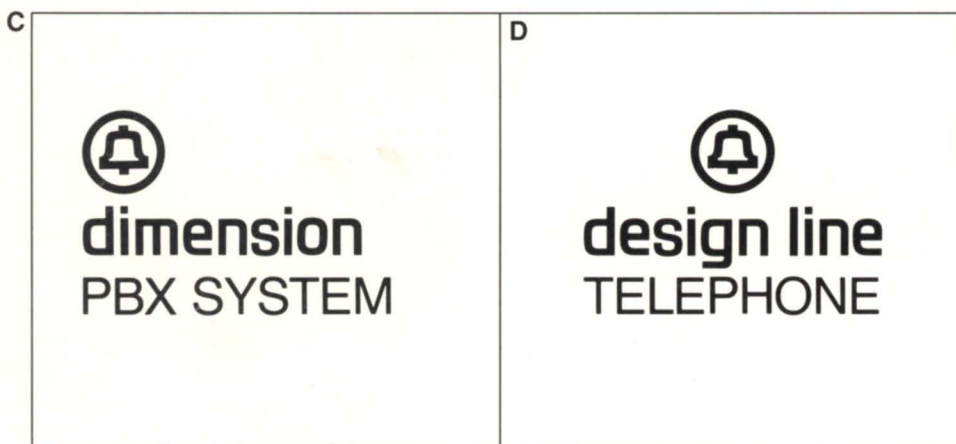
Guideline 1. Staging the common name.

(Note: Designation "X" is equivalent to the height of the surrounding circle element of the bell symbol.)

The common name is now to be positioned $\frac{1}{4} X$ from the baseline (bottom line, excluding descenders) of the Newmark alphabet. (See Illustration 1.) The $\frac{1}{4} X$ spacing rule will also apply to a one-line configuration, as shown in Illustration 2. The $\frac{1}{4} X$ specification, as it relates to the positioning of the common name, supersedes the $\frac{1}{2} X$ spacing requirement described in the Trademark and Service Mark Manual—Fourth Edition, page 6. However, the new $\frac{1}{4} X$ spacing rule does not affect the $\frac{1}{2} X$ spacing requirement that remains in effect for *all other* copy elements, as demonstrated in Illustration 1.

Guideline 2. Typography specification for common name. The common name *must be typeset in Helvetica Regular*, all caps. The caps must be set to the identical height of the letters of the Newmark alphabet, excluding the ascenders and descenders.

Guidelines 3 and 3A. Typography specification – numerals and letters. Designation numerals and letters, including Roman numerals, must be typeset in Helvetica Regular. These numerals and letters must be typeset to the same height as the letters of the Newmark alphabet, the same as the common name. (See Guideline 2.)



Demonstration of guidelines.

The trademark (or service mark) may appear in printed reproduction in the approved configurations as shown below:

A. One-line configuration.

B. Two-line, horizontal configuration.

C. Two-line, flush left configuration.

D. Two-line, centered configuration.

E. Multiple-line, flush left configuration. This configuration is for use with a very long common, or descriptive name. Other applications may generally follow the configurations shown in Demonstrations A through D.

General comments

1. When the common (generic) name is shown in conjunction with the bell symbol and Newmark alphabet it becomes an element of an *official* identification and, therefore, must be typeset in Helvetica Regular. However, when the common name is used on a printed page — in a sub-head, caption or body copy — but not as a signature, it can be shown in *any* typeface.

2. The official identification (trademark or service mark) may stand alone, *without* a common name, on brochures, booklets, exhibits, displays and advertising, provided it appears in the distinctive Newmark alphabet with the bell symbol and is staged correctly.









3. Unauthorized logotypes, symbols or graphic devices are not to be created to identify Bell System products and services. Only officially approved trademark and service mark graphics may be used.

Information and answers to questions. If you have any questions, contact your Corporate Identification Program administrator in your company's Public Relations Department or AT&T, Public Relations and Employee Information Department, New York, New York.
Telephone: (212) 393-2707

Examples of frequently encountered AT&T marks

Registered marks	Common names	Official identification
Bell Symbol Service Mark	communications service	
Bellboy® Trademark	personal signaling set, radio paging set	 bellboy
Call-a-matic® Trademark	telephone	 call a matic
Call Director® Trademark	telephone	 call director
Dataphone® Service Mark	data communications service (Also see Unregistered usage)	 dataphone
Dataspeed® Trademark	teletypewriter, terminal, set, receiver, console, controller, display monitor, printer	 dataspeed
Dimension® Trademark	PBX, PBX system, telecommunications switching apparatus	 dimension
Horizon® Trademark	communications system	 horizon
Picturephone® Service Mark	meeting service, visual telephone service	 picturephone
Princess® Trademark	telephone	 princess
Spokesman® Trademark	telephone loudspeaker, loudspeaker	 spokesman
Touch-a-matic® Trademark	telephone (Also see Unregistered usage)	 touch a matic
Touch-Tone® Service Mark	service, calling, dialing (Also see Unregistered usage)	 touch tone
Trimline® Trademark	dial-in-handset phone, telephone	 trimline

*Unregistered marks

Accent Trademark	telephone	 accent
Celebrity Trademark	telephone	 celebrity
Com Key Trademark	key telephone system	 com key
Dataphone Trademark	data communications terminal, data set (Also see Registered usage)	 dataphone
Design Line Trademark	decorator telephone	 design line
Dialog Trademark	intercom system	 dialog
Elite Trademark	telephone	 elite
Exeter Trademark	telephone	 exeter

Important Notice

Insert Section No. 2, December, 1978








This insert constitutes the first revised section to be produced since the initial distribution of the Trademark and Service Mark Manual, Fourth Edition, in March, 1978. Please remove the center, four (blue) pages from your copy of that edition and insert this revised (tan) section. If you have any questions about this procedure contact your corporate identification program administrator in your company's Public Relations Department or: Advertising Manager—Graphic Design, AT&T, Public Relations and Employee Information Department, New York, New York.
Telephone: (212) 393-2707

*Unregistered Marks must not be shown with ®. See Item 4, Page 14.

For further information of "Design Line," see Item 8, Page 12, of this insert.

Examples of frequently encountered AT&T marks (continued)

*Unregistered marks (continued)

Gemini Trademark	graphic communications system, 100 electronic blackboard system	 gemini
Noteworthy Trademark	telephone	 noteworthy
Sculptura Trademark	telephone	 sculptura
Stowaway Trademark	telephone	 stowaway
Telstar Trademark	telephone	 telstar
Touch-a-matic Trademark	automatic dialer, repertory dialer (Also see Registered usage)	 touch a matic
Touch-Tone Trademark	telephone (Also see Registered usage)	 touch tone

Western Electric marks and Teletype Corporation marks

Teletype Corporation marks

Basically, the trademark "Teletype" is used on all products manufactured by Teletype Corporation. It should not be used as a generic word for teleprinters generally, nor to describe things other than equipment sold under the trademark. (For example, avoid "Teletype message," "Teletype operator," "Teletype code," "Teletype signal," etc.) When another company is referring to a Teletype Corporation trademark, the asterisk/footnote form of identification should be used. For example: Teletype* teleprinter.

The Legal Considerations & Guidelines (Pages 13-15) generally apply to Teletype Corporation trademarks as well. For repro sheets of these trademarks, contact your company corporate identification program administrator. For more detailed information, call the office of the Teletype Corporation's General Patent Attorney at (312) 982-3650 or write to the Teletype Corporation, 5555 Touhy Avenue, Skokie, Illinois 60076.

Western Electric marks



The company's primary trademark is: "Western Electric." This trademark has been registered in the Patent and Trademark Office of the United States, as well as in approximately

60 other countries. For additional information and guidelines concerning the handling of Western Electric marks please call Western Electric Public Relations Organization, (212) 571-2854.

Mark	Common names	Logo
Teletype Trademark	record communications systems and equipment, teletype-writer terminal, teleprinter and related equipment	T E L E T Y P E
Teletype* Service Mark	installation, maintenance, and repair service of data handling and record communications equipment and associated apparatus	T E L E T Y P E
Phone-a-40* Service Mark	communication terminal testing and diagnostic service	

Additional marks of the Bell System

Listed on this page are other commonly encountered registered and unregistered marks of the Bell System. Unless otherwise noted, the marks are owned by AT&T.

Mark	Common names
▼ Bellcell	battery
Bell Chime	signaling device, ringer, bell
Bellfast®	teletypewriter communication services
▼ Blue Bell®	battery
▼ Cloax	cable, coaxial cable
Code-Com	set, signaling device for handicapped
Controlmatic	teleprinter, teletypewriter
■ 	record display and communication equipment
■ Inktronic®	data recorder, ink-jet printer, teleprinter, teletypewriter, terminal
■ Machines That Make Data Move®	(slogan)
▼ Magic	documentation support system
▼ MAT	cable or trunk cable
● NHE®	copper ingots, wire
▼ Option	custom services
Sensicall	set, signaling device for handicapped
▼ Sentry	telephone enclosure, coin telephone enclosure
Signalman	control relay, relay switch
▼ SLC	subscriber loop carrier system
▼ SLM	subscriber loop multiplex system
■ Stuntronic	teleprinter accessories
■ 	record communication equipment
■ Telespeed	data communications equipment
■ Teletype News®	periodical
▼ TUCC	flat cable or flat cable system
★ UNIX	software, program operating system
▼ WE	communications equipment parts
▼ WE®	periodical
▼ WECO	communications equipment parts
▼ Western Electric®	communications equipment

▼ Mark of Western Electric

■ Mark of Teletype Corp.

● Mark of Nassau Recycle Corp.

★ Mark of Bell Laboratories

Revision of "Design Line" information Item 8, Page 15

Note: The information below revises and supersedes Item 8, Page 15 of the Trademark and Service Mark Manual, Fourth Edition. Item 8 is reproduced here, as revised, in its entirety.

8. Proper reference to "Design Line" in printed copy: The designation "Design Line" identifies decorator telephones, which presently include Western Electric, American Telecommunications Corporation (ATC) and Kinsho-Mataichi Corporation models.

Design Line phones manufactured by Western Electric include: Accent* telephone, Celebrity* telephone, Elite* telephone, Exeter* telephone, Note-worthy* telephone, Sculptura* telephone, Stowaway* telephone and Telstar* telephone.

*Trademark of AT&T Co.

Other Design Line phones include:

The Mickey Mouse Phone © Walt Disney Productions, Housing produced by American Telecommunications Corporation.

The SNOOPY & WOODSTOCK Phone*

*Housing manufactured by American Telecommunications Corporation, PEANUTS Characters © 1958, 1965 United Feature Syndicate, Inc.

Coquette* telephone

*Trademark of Kinsho-Mataichi Corporation. Housing produced by Fujikura Plastics Company, Ltd.

ATC models must be treated as follows: Antique Gold*, Chestphone*, Early American*, and Mediterranean* telephones should be footnoted:

*Trademark of American Telecommunications Corporation. The Candlestick** phone should be footnoted:

**Registered Trademark of American Telecommunications Corporation.

(See rule for "Use of non-Bell System trademarks," Item 5, Page 14.)

Design Line* phone is to be footnoted *Trademark of American Telephone and Telegraph Company in its first use in text copy. (The abbreviation, AT&T Co., may also be used.)

Additional rules to follow for the use of "Design Line" in print are:

a. Every time "Design Line" appears in text copy it must be used as an adjective—not as a noun, verb or possessive. When used in text copy it must be type-set with initial capital letters.

Correct: There's a Design Line telephone that's just right for your home or office.

Incorrect: Don't overlook our design line for your new home.

b. When used as a headline, "Design Line" should be reproduced in one of the three configurations in the "Newmark" alphabet, as demonstrated on Page 4 of the Trademark and Service Mark Manual.

Terms that are not marks

























There are many names that should not be used as if they were trademarks or service marks because genuine marks are weakened when other names are treated in the same manner.

The names at the right represent a partial listing of terms that are not marks.

These terms are *not* marks:

airlight
air-to-ground
amplifying handset
automatic call distributor
Bell Phone Booth, The
BIS, BISCOR
Business interphone
card dialer
CAS, CCS, CCSSA
centrex
Charge-a-Call
Custom Calling Services
DDD, DDS
dial pak
DID, DIR/ECT, DUV
electronic artificial larynx
ESS
ETV
farm interphone
guest-dial PBX
guest-dial phone service
home interphone
impaired hearing handset
noisy location handset
panel phone
PBX
PhoneCenter Store (See *Phone Center Store Graphic Guidelines Manual*.)
portable conference phone
school-to-home service
seeing aid system
Select-a-station
speakerphone
tele-lecture
teleprinter
teletypewriter
telpak
Traditional
Transaction
TSPS
TXW
WADS
walk-up
WATS
weak speech handset
Yellow Pages (See *Yellow Pages Application Guidelines*.)



Registered marks	Common names	Official identification
Accent® Trademark	telephone	 accent
Bell Symbol Service Mark	communications service	
Bellboy® Trademark	personal signaling set, radio paging set	 bellboy
Call-a-matic® Trademark	telephone	 call a matic
Call Director® Trademark	telephone	 call director
Celebrity® Trademark	telephone	 celebrity
Com Key® Trademark	key telephone system	 com key
Dataphone® Service Mark	data communications service Also see Unregistered usage	 dataphone
Dataspeed® Trademark	teletypewriter, terminal set, receiver, console, controller, display monitor, printer	 dataspeed
Dimension® Trademark	PBX, PBX system, telecommunications switching apparatus	 dimension
Elite® Trademark	telephone	 elite
Exeter® Trademark	telephone	 exeter
Gemini® Trademark	graphic communications system, electronic blackboard system	 gemini
Horizon® Trademark	communications system	 horizon
Noteworthy® Trademark	telephone	 noteworthy
Picturephone® Service Mark	meeting service, visual telephone service	 picturephone
Princess® Trademark	telephone	 princess
Sculptura® Trademark	telephone	 sculptura
Spokesman® Trademark	telephone loudspeaker, loudspeaker	 spokesman
Stowaway® Trademark	telephone	 stowaway
Telstar® Trademark	telephone	 telstar
Touch-a-matic® Trademark	telephone Also see Unregistered usage	 touch a matic
Touch-Tone® Service Mark	service, calling, dialing Also see Unregistered usage	 touch tone
Trimline® Trademark	dial-in-handset phone, telephone	 trimline

Examples of frequently encountered AT&T marks

Addendum to Trademark & Service Mark Manual

Fourth Edition

Insert Section No. 4,
July, 1980

This insert constitutes the **third** revised section to be produced since the initial distribution of the Trademark and Service Mark Manual, Fourth Edition, in March, 1978. Please remove the previous insert from your copy of the manual and insert this revised green section.

If you have any questions contact your Corporate Identification Program administrator in your company's Public Relations Department or: Advertising Manager—Graphic Design, AT&T, Public Relations and Employee Information Department, New York, New York. Telephone: (212) 393-2707

3 main points to remember about Bell System trademarks and service marks.

1. Always use the registration symbol ® for registered marks, and an approved form of notice for unregistered marks, the first time a mark appears in the text copy of any printed material.
2. Always use a mark as an adjective modifying the common name of the product or service.
3. Always make a mark typographically distinctive.







(See "Legal considerations and guidelines," Pages 13-15.)



Examples of frequently encountered AT&T marks

*Unregistered Marks must not be shown with ®. See Item 4, Page 14.

For further information on "Design Line," see Item 8, Page 12, of this insert.

*Unregistered marks	Common names	Official identification
Country Junction Trademark	telephone	 country junction
Dataphone Trademark	data communications terminal, data set Also see Registered usage	 dataphone
Design Line Trademark	decorator telephone	 design line
Dialog Trademark	intercom system	 dialog
Touch-a-matic Trademark	automatic dialer, repertory dialer Also see Registered usage	 touch a matic
Touch-Tone Trademark	telephone Also see Registered usage	 touch tone

Western Electric marks and Teletype Corporation marks

Teletype Corporation marks

Basically, the trademark "Teletype" is used on all products manufactured by Teletype Corporation. It should not be used as a generic word for teleprinters generally, nor to describe things other than equipment sold under the trademark. (For example, avoid "Teletype message," "Teletype operator," "Teletype code," "Teletype signal," etc.) When another company is referring to a Teletype Corporation trademark, the asterisk/footnote form of identification should be used. For example: Teletype* teleprinter. A partial listing of Teletype Corporation marks is shown on this page.



The Legal Considerations & Guidelines (Pages 13-15) generally apply to Teletype Corporation trademarks as well. For repro sheets of these trademarks, contact your company Corporate Identification Program administrator. For more detailed information, call the office of the Teletype Corporation's General Patent Attorney at (312) 982-3650 or write to the Teletype Corporation, 5555 Touhy Avenue, Skokie, Illinois 60077.

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60 other countries. For additional information and guidelines concerning the handling of Western Electric marks please call Western Electric Public Relations Organization, (212) 571-2854.

Mark	Common names	Logo
Teletype® Trademark	record communications systems and equipment, teletype-writer terminal, teleprinter and related equipment	TELETYPE
Teletype® Service Mark	installation maintenance and repair service of data handling and record communications equipment and associated apparatus	TELETYPE
Phone-a-40® Service Mark	communication terminal testing and diagnostic service	

Mark	Common names
▼ Bellcell	battery
Bell Chime	signaling device, ringer, bell
Bellfast	teletypewriter communication services
▼ Bellpac	packaged system, packaging system
▼ Blue Bell®	battery
▼ Cloax	cable, coaxial cable
Code-Com	set, signaling device for handicapped
Controlmatic	teleprinter, teletypewriter
▼ Cosmic	main distributing frame
■  ®	record display and communication equipment
▼ Ductpic	cable
▼ Guardian	AC reserve system
▼ Icot	cable
■ Inktronic®	data recorder, ink-jet printer, teleprinter, teletypewriter, terminal
▼ Locap	cable
■ Machines That Make Data Move®	(slogan)
▼ Magic	documentation support system
▼ MAT	cable or trunk cable
● NHE®	copper ingots, wire
▼ Option	custom services
Sensicall	set, signaling device for handicapped
▼ Sentry	public telephone enclosure, pedestal, station, post, mounting
Signalman	control relay, relay switch
▼ SLC	subscriber loop carrier system
▼ SLM	subscriber loop multiplex system
■  ®	record communication equipment
■ Telespeed	data communications equipment
■ Teletype News®	periodical
▼ Triport	power supply
▼ TUCC®	flat cable or flat cable system
★ UNIX	software, program operating system
▼ WE	communications equipment parts
▼ WE®	periodical
▼ Western Electric®	communications equipment

Additional marks of the Bell System

Listed on this page are other commonly encountered registered and unregistered Bell System marks.

Unless otherwise noted, the marks are owned by AT&T.

- ▼ Mark of Western Electric
- Mark of Teletype Corp.
- Mark of Nassau Recycle Corp.
- ★ Mark of Bell Laboratories

Revision of "Design Line" Information Item 8, Page 15

Note: The Information below revises and supersedes Item 8, Page 15 of the Trademark and Service Mark Manual, Fourth Edition.

8. Proper reference to "Design Line" in printed copy: The designation "Design Line" identifies decorator telephones, which include Western Electric, American Telecommunications Corporation (ATC) and Kinsho-Mataichi Corporation models.

Design Line phones manufactured by Western Electric include:

Accent®, **Celebrity®**, **Elite®**, **Exeter®**, **Noteworthy®**, **Sculptura®**, **Stowaway®**, **Telstar®**, and **Country Junction®** telephones.

*Trademark of AT&T Co.

Other Design Line phones include: **The Mickey Mouse Phone** © Walt Disney Productions. Housing produced by American Telecommunications Corporation.

The SNOOPY & WOODSTOCK Phone®

*Housing manufactured by American Telecommunications Corporation, PEANUTS Characters © 1958, 1965 United Feature Syndicate, Inc.

Coquette® telephone

*Trademark of Kinsho-Mataichi Corporation. Housing produced by Fujikura Plastics Company, Ltd.

ATC models must be treated as follows: **Antique Gold®**, **Chestphone®**, **Early American®**, **Mediterranean®**, and **Optique®** telephones should be footnoted: *Trademark of American Telecommunications Corporation. The **Candlestick®** phone should be footnoted: *Registered Trademark of American Telecommunications Corporation.

(See rule for "Use of non-Bell System trademarks," Item 5, Page 14.)

Design Line® phone is to be footnoted *Trademark of American Telephone and Telegraph Company in its first use in text copy. (The abbreviation, AT&T Co., may also be used.)

Non-Bell System marks

Listed below are some of the more commonly encountered marks of General Trade suppliers to the Bell System, other than Design Line telephone models listed in the left column. See also, for more non-Bell System marks, the "Revision of 'Design Line' information..." in the left-hand column of this page. Also, see reference to "Use of non-Bell System trademarks," Item 5, Page 14, Trademark and Service Mark Manual.

The AutoMatic TelePhone*

*Trademark of American Telecommunications Corp.

Comm-Stor® II

*Registered Trademark of Sykes Datatronics, Inc.

VuSet*

*Registered Trademark of Plantronics, Inc.

StarSet*

*Registered Trademark of Plantronics, Inc.

JackSet*

*Registered Trademark of Plantronics, Inc.

AUTOTAS*

*Registered Trademark of Candela Electronics Corp.

TASCOM*

*Trademark of Alston Division of Conrac Corp.

CODE-A-PHONE*

*Registered Trademark of Ford Industries, Inc.

Terms that are not marks

Genuine marks are weakened when other names are treated as if they were trademarks or service marks. Below is a partial listing of terms that are not marks.

Advance Calling
airlight
air-to-ground
Americana
amplifying handset
AMPS
automatic call distributor
Bell Phone Booth, The
BIS, BISCOM
Business interphone
Call Answering
Call Forwarding
Call Management System
Call Waiting
card dialer
CAS, CCS, CCSA
centrex
Charge-a-Call
Custom Calling Services
DDD, DDS
dial pak
DID, DIR/ECT, DUV
electronic artificial larynx
ESS
ETV
farm interphone
guest-dial PBX
guest-dial phone service
home interphone
impaired hearing handset
noisy location handset
panel phone
PBX
PhoneCenter Store (See *Graphic Guidelines Manual*.)
portable conference phone
school-to-home service
seeing aid system
Select-a-station
speakerphone
Speed Calling
tele-lecture
teleprinter
teletypewriter
telpak
Three-Way Calling
Traditional
Transaction
TSPS
TXW
WADS
walk-up
WATS
weak speech handset
Yellow Pages (See *Guidelines Manual*.)

















Addendum to Trademark & Service Mark Manual

Fourth Edition

Insert Section No. 5,
January, 1982

This constitutes the **fifth** insert section to be produced since the initial distribution of the Trademark & Service Mark Manual (4th Ed.), in March, 1978. Please remove the previous insert from your copy of the manual and insert this revised section.

Examples of frequently encountered AT&T registered marks

Registered Marks	Examples of common names	Official identification
Accent® Trademark	telephone	 accent
Bell Symbol Service Mark	communications service	
Bellboy® Trademark	personal signaling set, radio paging set	 bellboy
Call-a-matic® Trademark	telephone	 call a matic
Call Director® Trademark	telephone	 call director
Celebrity® Trademark	telephone	 celebrity
Com Key® Trademark	key telephone system	 com key
Country Junction® Trademark	telephone	 country junction
Dataphone® Service Mark	data communications service	 dataphone
Dataphone® Trademark	data communications terminal, data set	 dataphone
Dataspeed® Trademark	teletypewriter, terminal set, receiver, console, printer display monitor, controller	 dataspeed
Design Line® Trademark	decorator telephone	 design line <small>For further information on "Design Line," see Item 8, Page 12A of this insert.</small>
Dimension® Trademark	PBX, PBX system, telecommunications switching apparatus	 dimension
Elite® Trademark	telephone	 elite
Exeter® Trademark	telephone	 exeter
Gemini® Trademark	graphic communications system, electronic blackboard system	 gemini
Horizon® Trademark	communications system	 horizon
Noteworthy® Trademark	telephone	 noteworthy

Continued, Page 10

Note: Use only authorized reproduction art for Official identification, above, available through your Public Relations Department



Examples of frequently encountered AT&T registered marks (continued)

Registered Marks	Examples of common names	Official identification
Picturephone® Service Mark	meeting service, visual telephone service	 picturephone
Princess® Trademark	telephone	 princess
Sculptura® Trademark	telephone	 sculptura
Spokesman® Trademark	telephone loudspeaker, loudspeaker	 spokesman
Stowaway® Trademark	telephone	 stowaway
Telstar® Trademark	telephone	 telstar
Touch-a-matic® Trademark	telephone	 touch a matic
Touch-a-matic® Trademark	automatic dialer, repertory dialer	 touch a matic
Touch-Tone® Service Mark	service, calling, dialing *Also see <u>Unregistered mark</u>	 touch tone
Trimline® Trademark	dial-in-handset phone, telephone	 trimline

Examples of frequently encountered AT&T unregistered marks

*Unregistered Marks must not be shown with ®. See Item 4, Page 14.

*NOTE: Some marks are registered for certain products or services and, at the same time, remain unregistered marks for others. The particular com-mon name associated with a mark indicates the mark's correct designation. (For example, Touch-Tone is a registered mark for "service" and is an unregistered mark for "telephone.")


*Unregistered marks	Examples of common names	Official identification
Country Squire Trademark	telephone	 country squire
Dialog Trademark	intercom system	 dialog
Quorum Trademark	teleconferencing equipment	 quorum
TeleHelper Trademark	speakerphone	 telehelper
TeleHelper Trademark	answer and record unit	 telehelper
Touch-Tone Trademark	telephone *Also see <u>Registered mark</u>	 touch tone

Note: Use only authorized reproduction art for Official identification, above, available through your Public Relations Department

Additional marks of the Bell System

Listed on this page are other commonly encountered registered and unregistered Bell System marks.


Unless otherwise noted, the marks are owned by AT&T.

Mark	Examples of common names
▼ Affirm	facility management system
▼ Bellcell	battery
Bell Chime	signaling device, ringer, bell
▼ Bellmac	microcomputer, microprocessor
▼ Bellpac	packaged system, packaging system
▼ Blue Bell®	battery
▼ Cloax	cable, coaxial cable
Code-Com	set, signaling device for handicapped
Controlmatic	teleprinter, teletypewriter
▼ Cosmic	main distributing frame
■  *	record display and communication equipment
▼ Ductpic	cable
▼ Flexgel	filling compound
▼ Guardian	AC reserve system
▼ Icot	cable
■ Inktronic®	data recorder, ink-jet printer, teleprinter, teletypewriter, terminal
▼ Locap	cable
■ Machines That Make Data Move®	(slogan)
▼ Magic	documentation support system
▼ MAT®	cable
● NHE®	copper ingots, wire
▼ Option	custom services
▼ Promus	reprogrammer
Sensicall	set, signaling device for handicapped
▼ Sentry	public telephone enclosure, pedestal, station, post, mounting
Signalman	control relay, relay switch
▼ SLC	subscriber loop carrier system
▼ SLM	subscriber loop multiplex system
▼ Star Dip	filters
▼ Stylistic	telephone enclosure

Continued, Page 12

- ▼ Mark of Western Electric
- Mark of Teletype Corp.
- Mark of Nassau Recycle Corp.
- ★ Mark of Bell Laboratories

Additional marks of the Bell System (continued)

Mark	Examples of common names
■  *	record communication equipment
■ Teletype News*	periodical
▼ Triport	power supply
▼ TUCC*	flat cable or flat cable system
★ UNIX	software, program operating system
▼ WE	communications equipment parts
▼ WE*	periodical
▼ Western Electric*	communications equipment

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Mark	Examples of common names	Logo
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Teletype* Service Mark	installation maintenance and repair service of data handling and record communications equipment and associated apparatus	T E L E T Y P E
Phone-a-40* Service Mark	communication terminal testing and diagnostic service	

Revision of "Design Line" Information Item 8, Page 15

The information below supersedes Item 8, Page 15 of the Bell System Trademark & Service Mark Manual, (4th Ed.).

"Design Line," now a registered mark of AT&T Co., identifies decorator telephones.

AT&T trademarks include: **Accent***, **Celebrity***, **Elite***, **Exeter***, **Note-worthy***, **Sculptura***, **Stowaway***, **Telstar***, **Country Junction*** and **Country Squire**™ telephones.

See Non-Bell System Marks for additional General Trade trademarks.

Non-Bell System marks

Listed below are some of the more commonly encountered marks of General Trade suppliers to the Bell System. See reference to "Use of non-Bell System trademarks," Item 5, Page 14, Bell System Trademark & Service Mark Manual, (4th Ed.).

The AutoMatic TelePhone*

*Trademark of American Telecommunications Corp.

Comm-Stor* II

*Registered Trademark of Sykes Datatronics, Inc.

VuSet*

*Registered Trademark of Plantronics, Inc.

StarSet*

*Registered Trademark of Plantronics, Inc.

JackSet*

*Registered Trademark of Plantronics, Inc.

AUTOTAS*

*Registered Trademark of Candela Electronics Corp.

CODE-A-PHONE*

*Registered Trademark of Ford Industries, Inc.

WATSBOX*

*Trademark of Action Communications Systems, Inc.

PAGEPAC*

*Trademark of Dracon Industries, Inc.

Additional General Trade trademarks associated with Design Line® phones

The MICKEY MOUSE Phone

© Walt Disney Productions.
Housing produced by American Telecommunications Corporation.

The SNOOPY & WOODSTOCK Phone*

*Housing manufactured by American Telecommunications Corporation, PEANUTS Characters © 1958, 1965 United Feature Syndicate, Inc.

The WINNIE-THE-POOH Phone

© Walt Disney Productions.
Housing produced by American Telecommunications Corporation.

Coquette* telephone

*Trademark of Kinsho International
Housing produced by Fujikura Plastics Company, Ltd.

Diplomat* telephone and Rendez-Vouz* telephone

*Trademark of Northern Telecom, Ltd.

Antique Gold*, Chestphone*, Early American*, Mediterranean*, and Optique* telephones

*Trademark of American Telecommunications Corporation.

The Candlestick* phone

*Registered Trademark of American Telecommunications Corporation.

Revision of Item 7, Page 15

Note: This information supersedes Item 7, Page 15 of the Bell System Trademark & Service Mark Manual, (4th Ed.).

Outside companies may not use the bell symbol: Requests from outside companies to use the bell symbol in their advertising and promotional activities should be politely but firmly refused.

Exception: The bell symbol may appear in a supplier's advertisement in conjunction with the logos of other companies if the sole purpose for its use is to identify the Bell System symbolically rather than by name. However, such use is permitted only in those circumstances where the use of our name would otherwise have been allowed. The integrity of the bell symbol must not be graphically impaired.

Terms that are not marks

There are many names that should not be used as if they were trademarks or service marks because genuine marks are weakened when other names are treated in the same manner.

The names below represent a partial listing of terms that are not marks.

These terms are *not* marks:

Advance Calling
airlight
air-to-ground
Americana
amplifying handset
AMPS
automatic call distributor
Bell Phone Booth, The
Big Button
BIS, BISCOM
Business interphone
Call Answering
Call Forwarding
Call Management System
Call Waiting
card dialer
CAS, CCS, CCSA
centrex
Charge-a-Call
Custom Calling Services
DDD, DDS

DIAL-IT
dial pak
DID, DIR/ECT, DUV
electronic artificial larynx
ESS
ETV
farm interphone
guest-dial PBX
guest-dial phone service
home interphone
impaired hearing handset
noisy location handset
panel phone
PBX
PhoneCenter Store (See *Graphic Guidelines Manual*.)
portable conference phone
school-to-home service
seeing aid system
Select-a-station
speakerphone
Speed Calling
tele-lecture
teleprinter
teletypewriter
telpak
Three-Way Calling
Traditional
Transaction
TSPS
TXW
WADS
walk-up
WATS
weak speech handset
Yellow Pages (See *Guidelines Manual*.)

Use of marks in computer generated output

Bell System trademarks and service marks should be identified in computer generated output. Two alternatives have been approved to accomplish this. The first alternative is to print the ® or "TM" symbol with the trademarks or service marks. IL 80-09-466 discusses this method. In order to print the ® and "TM" a hardware feature must be installed on the computer printer. Where this is not possible or desirable, the trademark or service mark may be identified as follows:

Print an "*" following the trademark (i.e. PRINCESS*) and as the first or last line of the report, print the statement:

*MARK OF AT&T.

It is recommended that all new programs be written accordingly and that old programs, as they are being modified for other reasons, be changed to identify the marks. If you have any questions, contact District Manager—Information Systems Standards, AT&T, Piscataway, New Jersey.
Telephone: (201) 457-2852

3 main points to remember about Bell System trademarks and service marks.

(See "Legal considerations and guidelines," Pages 13-15.)

1. Always use the registration symbol ® for registered marks, and an approved form of notice for unregistered marks, the first time a mark appears in the copy of any printed, typewritten, computer generated, TV and electronic media material.
2. Always use a mark as an adjective modifying the common name of the product or service.
3. Always make a mark typographically distinctive.

If you have any questions, contact your Corporate Identification Program administrator in your company's Public Relations Department or AT&T, Public Relations and Employee Information Department, New York, New York.
Telephone: (212) 393-2707



Addendum to Trademark & Service Mark Manual

Fifth Edition

Insert Section No. 6,
March, 1983

This constitutes the **sixth** insert section to be produced since the initial distribution of the Trademark & Service Mark Manual (4th Ed.), in March, 1978. Please remove the previous insert from your copy of the manual and insert this revised section.



Examples of frequently encountered AT&T registered marks











Registered Marks	Examples of common names	Official identification
Accent® Trademark	telephone	accent
Bell Symbol Service Mark	communications service	
Bellboy® Trademark	personal signaling set, radio paging set	bellboy
Call-a-matic® Trademark	telephone	call a matic
Call Director® Trademark	telephone	call director
Celebrity® Trademark	telephone	celebrity
Com Key® Trademark	key telephone system	com key
Country Junction® Trademark	telephone	country junction
Country Squire® Trademark	telephone	country squire
Dataphone® Service Mark	data communications service	dataphone
Dataphone® Trademark	data communications terminal, data set, multiplexer	dataphone
Dataspeed® Trademark	teletypewriter, terminal set, receiver, console, printer display monitor, controller	dataspeed
Design Line® Trademark	decorator telephone	design line
For further information on "Design Line," see Item 8, Page 12A of this insert.		
Dialog® Trademark	intercom system, electronic multi-link intercom	dialog
Dimension® Trademark	PBX, PBX system, telecommunications switching apparatus, call management system	dimension
Elite® Trademark	telephone	elite
Exeter® Trademark	telephone	exeter
Gemini® Trademark	graphic communications system, electronic blackboard system	gemini
Horizon® Trademark	communications system, hospitality communications system, call management system	horizon
Noteworthy® Trademark	telephone	noteworthy
Picturephone® Service Mark	meeting service, visual telephone service	picturephone
Princess® Trademark	telephone	princess
Quorum® Trademark	teleconferencing equipment	quorum

Continued, Page 10

TCI Library: www.telephonecollectors.info

Insert Section No. 6, March, 1983.










Examples of frequently encountered AT&T registered marks (continued)

Registered Marks	Examples of common names	Official identification
Sculptura® Trademark	telephone	 sculptura
Spokesman® Trademark	telephone loudspeaker, loudspeaker	 spokesman
Stowaway® Trademark	telephone	 stowaway
TeleHelper® Trademark	speakerphone, hands free telephone apparatus	 telehelper
TeleHelper® Trademark	answer and record unit	 telehelper
Telstar® Trademark	telephone	 telstar
Touch-a-matic® Trademark	telephone	 touch a matic
Touch-a-matic® Trademark	automatic dialer, repertory dialer	 touch a matic
Touch-Tone® Service Mark	service, calling, dialing †Also see <u>Unregistered mark</u>	 touch tone
Trimline® Trademark	dial-in-handset phone, telephone	 trimline

Examples of frequently encountered AT&T unregistered marks

*Unregistered Marks must not be shown with ®. See Item 4, Page 14.

†NOTE: Some marks are registered for certain products or services and, at the same time, remain unregistered marks for others. The particular common name associated with a mark indicates the mark's correct designation. (For example, Touch-Tone is a registered mark for "service" and is an unregistered mark for "telephone.")


*Unregistered Marks	Examples of common names	Official identification
AIS Service Mark	enhanced services, Net 1000 Service	
AIS Trademark	communications system, integrated business system, System 85	
American Bell Symbol Service Mark	telecommunications services	
American Bell Symbol Trademark	telecommunications products	
Bellboy Service Mark	paging service	 bellboy
Butcher Block Trademark	telephone	 butcher block
DIAL-IT Service Mark	network communications service	 dial-it
Director Trademark	telephone	 director
Genesis Trademark	telephone, telesystem	 genesis
Nomad Trademark	cordless telephone	 nomad
Prelude Trademark	PBX	 prelude
Regal Trademark	telephone	 regal
TeleHelper Trademark	automatic dialer	 telehelper
TeleHelper Trademark	call hold	 telehelper
Touch-Tone Trademark	telephone †Also see <u>Registered mark</u>	 touch tone

Note: Use only authorized reproduction art for Official identification, above, available through your Public Relations Department

Additional marks of the Bell System

Listed on this page are other commonly encountered registered and unregistered Bell System marks.


Unless otherwise noted, the marks are owned by AT&T.

Mark	Examples of common names
▼ Affirm	facility management system
▼ Bellcell	battery
Bell Chime	signaling device, ringer, bell
▼ Bellmac	microcomputer, microprocessor
▼ Bellmaster	telecommunications powerplant management system
▼ Bellpac®	multicomponent telecommunications hardware units, power units, circuit packs, connectors, backplanes
▼ Bellport	network channel terminating equipment, NCTE
▼ Bellstore	bubble memory
▼ Blue Bell®	battery
▼ Cloax	cable, coaxial cable
Code-Com	set, signaling device for handicapped
Controlmatic	teleprinter, teletypewriter
▼ Cosmic	main distributing frame
■  ®	record display and communication equipment
▼ Ductpic	cable
▼ Eplans Trademark	user documentation
▼ Eplans Service Mark	computer program services
▼ ESS Trademark	electronic switch, switch, switching equipment
▼ Flexgel	filling compound
▼ Guardian	AC reserve system
▼ Icot	cable
▼ Inktronic®	data recorder, ink-jet printer, teleprinter, teletypewriter, terminal
▼ Locap	cable
■ Machines That Make Data Move®	(slogan)
▼ Magic	documentation support system
▼ MAT®	cable
● NHE®	copper ingots, wire
▼ Option	custom services
▼ Promus	reprogrammer
Sensicall	set, signaling device for handicapped
▼ Sentry	public telephone enclosure, pedestal, station, post, mounting
Signalman	control relay, relay switch
▼ SLC	carrier, carrier system
▼ SLM	multiplexer, multiplex system
▼ Star Dip	filters
▼ Stylistic	telephone enclosure

Continued, Page 12

- ▼ Mark of Western Electric
- Mark of Teletype Corp.
- Mark of Nassau Recycle Corp.
- ★ Mark of Bell Laboratories

Additional marks of the Bell System (continued)

Mark	Examples of common names
 ®	record communication equipment
■ Teletype News®	periodical
▼ Triport	power supply
▼ TUCC®	flat cable or flat cable system
▼ Tufpulp	cable
★ UNIX	software, program, operating system, system, interactive operating system, time-sharing system
▼ WE	communications equipment parts
▼ WE®	periodical
▼ Western Electric®	communications equipment

Western Electric marks and Teletype Corporation marks

Teletype Corporation marks

Basically, the trademark "Teletype" is used on all products manufactured by Teletype Corporation. It should not be used as a generic word for teleprinters generally, nor to describe things other than equipment sold under the trademark. (For example, avoid "Teletype message," "Teletype operator," "Teletype code," "Teletype signal," etc.) When another company is referring to a Teletype Corporation trademark, the asterisk/footnote form of identification should be used. For example: Teletype* teleprinter. A partial listing of Teletype Corporation marks is shown on this page.

The Legal Considerations & Guidelines (Pages 13-15) generally apply to Teletype Corporation trademarks as well. For repro sheets of these trademarks, contact your company Corporate Identification Program administrator. For more detailed information, call the office of the Teletype Corporation's General Patent Attorney at (312) 982-3650 or write to the Teletype Corporation, 5555 Touhy Avenue, Skokie, Illinois 60077.

Western Electric marks

The company's primary trademark is "Western Electric." This trademark has been registered in the Patent and Trademark Office of the United States, as well as in approximately 60 other countries.

For additional information and guidelines concerning the handling of Western Electric marks please call the Western Electric Public Relations Organization, (212) 669-2854.

Mark	Examples of common names	Logo
Teletype® Trademark	record communications systems and equipment, teletypewriter terminal, teleprinter and related equipment	TELETYPE
Teletype® Service Mark	installation maintenance and repair service of data handling and record communications equipment and associated apparatus	TELETYPE
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See Non-Bell System Marks for additional General Trade information.

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JackSet*

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AUTOTAS*

*Registered Trademark of Candela Electronics Corp.

CODE-A-PHONE*

*Registered Trademark of Ford Industries, Inc.

WATSBOX*

*Trademark of Action Communications Systems, Inc.

PAGEPAC*

*Trademark of Dracon Industries, Inc.

SMALL TALK*

*Trademark of TeleConcepts, Inc.

Additional General Trade information for Design Line[®] phones

The MICKEY MOUSE Phone and The MICKEY MOUSE PhoneLamp
©Walt Disney Productions.

The SNOOPY & WOODSTOCK Phone and The SNOOPY & WOODSTOCK PhoneLamp
PEANUTS Characters
©1958, 1965 United Feature Syndicate, Inc.

The WINNIE-THE-POOH Phone and The WINNIE-THE-POOH PhoneLamp
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Coquette* telephone
*Trademark of Kinsho International.
Housing produced by Fujikura Plastics Company, Ltd.

Contempra*, Diplomat* and **Rendez-Vous*** telephones
*Trademark of Northern Telecom, Ltd.

Antique Gold*, Chestphone*, Early American*, Mediterranean*, Cradlephone*, Empress* and **Genie*** telephones
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AMPS
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Big Button
BIX, BISCOM
Business interphone
Call Answering
Call Forwarding
Call Management System
Call Waiting
card dialer
CAS, CCS, CCSA
centrex
Charge-a-Call
Custom Calling Services
DDD, DDS
dial pak
DID, DIR/ECT, DUV

electronic artificial larynx
Emergency Call System
ETV
farm interphone
guest-dial PBX
guest-dial phone service
home interphone
impaired hearing handset
noisy location handset
panel phone
PBX
PhoneCenter Store (See *Graphic Guidelines Manual*.)
Phone Power
portable conference phone
school-to-home service
seeing aid system
Select-a-station
speakerphone
Speed Calling
tele-lecture
Telemarketing
teleprinter
teletypewriter
telpak
Three-Way Calling
Traditional
Transaction
TSPS
TXW
WADS
walk-up
WATS
weak speech handset
Yellow Pages (See *Guidelines Manual*.)

Use of marks in computer generated output

Bell System trademarks and service marks should be identified in computer generated output. Two alternatives have been approved to accomplish this. The first alternative is to print the ® or "TM" symbol with the trademarks or service marks. IL 80-09-466 discusses this method. In order to print the ® and "TM" a hardware feature must be installed on the computer printer. Where this is not possible or desirable, the trademark or service mark may be identified as follows:

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3. Always make a mark typographically distinctive.

If you have any questions, contact your Corporate Identification Program administrator in your company's Public Relations Department or AT&T, Public Relations and Employee Information Department, New York, New York.
Telephone: (212) 393-2707

