

Proper Usage Guidelines for the **SIGIS: Special Interest Group for IAS Standards**SM Mark

As Approved by SIGIS Board, May 13, 2008

A trademark/service mark is an adjective and should be followed by a generic term such as “association” at least once in each document (usually the first and/or most prominent usage). In the case of the **SIGIS** mark, the generic term will primarily depending on context of usage be the term “association.” The mark should also be used with the proper marking, namely, the ® registration symbol for federally registered marks, or the TM or SM symbol for unregistered marks. The SM symbol applies to service marks and the TM symbol applies to trademarks.

The **SIGIS** mark should be highlighted from the rest of the text so that it stands out by using it in all upper case letters. The SM symbol (or TM symbol as appropriate) should appear on the right hand shoulder of the mark followed by the generic identification, such as "association". The first and/or most prominent usage should be of the entire mark, as follows:

SIGIS Special Interest Group for IAS StandardsSM association.

The mark can also be displayed as “**SIGIS** Special Interest Group for IAS Standards association” and later references can be shortened to **SIGIS**SM association with or without the SM marking. The ® may not be used until the mark has been registered.

The **SIGIS** mark should never be used as: a noun, in the plural, as a verb, or in the possessive. The following are examples of proper usages: 1) "My company is complying with **SIGIS** requirements;" 2) "My company is certified in accordance with the **SIGIS** association standards" or "My company is certified in accordance with the standards of the **SIGIS** association;" and 3) "My company is a member of the **SIGIS** association to promote IAS standards compliance;" and 4) “**SIGIS** deliverables or deliverables of **SIGIS**,” but not **SIGIS**’s deliverables.

Depending on space limitations, an attribution legend may be used at the bottom of the page to indicate that that "**SIGIS** is a service mark/trademark owned by **SIGIS: Special Interest Group for IAS Standards, Inc.**”