

SECTION 8

# PACE ANALYTICAL® TRADEMARK GUIDELINES

## PACE® TRADEMARKS AND REGISTERED TRADEMARKS

Registered trademarks are corporate assets that need to be protected to be retained. These are brands that the company exclusively owns.

® = Registered trademark

™ = Trademark (typically represents a trademark undergoing the registration process, however, the ™ can be attached to anything – there is no legal protection.)

The table below identifies the status (and designation) of each mark the company owns.

Brand	Mark Status
Pace Analytical® Services	®
PACE® (all caps)	®
PacePort®	®
Pace Analytical Energy Services®	®
PACE NATIONAL® (all caps)	®
Pace Analytical National Center for Testing & Innovation®	®
PACE Yourself Learning®	®
PFAST®	®
EZ Soil™	™
EZ Herbicide™	™
EZ Cans™	™

## WHAT YOU NEED TO KNOW

The corporate brand, Pace Analytical<sup>®</sup> Services, should always include the registration mark (®), in both graphic form (logos) and written form (in content, documentation, etc.) In written form, the registration mark should be displayed after the name, in superscript, so that it appears elevated from the type baseline:

**Pace Analytical<sup>®</sup>**

**At a minimum, all of the trademarks and registered trademarks noted in the table on the previous page should be identified with their mark in its first instance on each page of copy in a document or website.** For example on page one, the first use of PacePort<sup>®</sup> should be represented with the associated mark symbol and on page two, the first use of PacePort<sup>®</sup> should be represented with the associated mark symbol, and so on. The trademark/registered trademark should be displayed after the brand name, in superscript, so that it appears elevated from the type baseline:

**PacePort<sup>®</sup>**

SHORTCUT KEYS for creating these symbols:

® = Type (R)

™ = Type (tm)

**IMPORTANT:** Pace Analytical<sup>®</sup> Services and its **brand names should NEVER be used in possessive form.** Doing so diminishes the brand's strength and does not support its legal trademark status. This may force you to rework sentence structure, but it is required to support and retain the brand from a legal perspective - and helps to build brand equity.

**For example, it's Microsoft<sup>®</sup> Word, not Microsoft's Word.**

Do	Don't
<ul style="list-style-type: none"> <li>• Pace Analytical® Environmental Sciences Division</li> <li>• Use Pace Analytical® PFAST® services</li> </ul>	<ul style="list-style-type: none"> <li>• Pace Analytical's Environmental Sciences Division</li> <li>• Use Pace Analytical's PFAST® services</li> </ul>

## DESCRIPTORS

To support our corporate and product brands, we will often associate the descriptor, “Services” with the brand: Pace Analytical® Services. This protects the brand within the trademark category it was registered under. The best practice is to do this as often as possible; at a minimum in the brand’s first use on the page (and each page thereafter).

## DESCRIPTOR EXAMPLES

Pace Analytical® Services *tests for PFAS compounds*

Pace Analytical® Services *works with pharmaceutical manufacturers to...*

Pace Analytical® Services *offers scientific lab staffing through its Scientific Professional Services Group.*

In order to retain and protect our registered trademarks, we will periodically need to submit samples of them used in various formats to prove their use in the public domain.

## BRAND DISCLAIMERS

In documents where the corporate brand and product brands are present, the following disclaimer should appear somewhere in the document (usually in small type at the end of the document):

*All Pace Analytical® Services brand and product names are trademarks or registered trademarks of Pace Analytical® Services, LLC.*

In documents where Pace Analytical® Services brands are present, along with another company's brand names, use the following disclaimer:

*All Pace Analytical® Services brand and product names are trademarks or registered trademarks of Pace Analytical® Services, LLC.  
All other brand and product names are trademarks or registered trademarks of their respective holders.*