

## WILEY PUBLISHING, INC. TRADEMARK INFORMATION

A trademark is a word, name, design, or phrase that identifies a product and distinguishes it from similar products made by competitors. Some of Wiley's most valuable assets are [our trademarks](#) and the goodwill associated therewith and therefore, protection of our Intellectual Property is a high priority. It is Wiley's responsibility under Federal trademark law to protect these rights, and every time a WPI mark is used by a licensee, or other third party, WPI has the duty to insure the use is proper. This web site contains guidelines to help you make proper use of Wiley trademarks.

If you do not find the answer to your question on this web site, please consult your legal counsel for advice. This website does not provide a permission process for trademarks. If you need permission to use Wiley's copyrighted material or trademarks, please consult the Wiley Legal Department.

The status of Wiley's trademarks is continually changing. These guidelines are not intended to be a definitive or complete statement of the Wiley trademark portfolio or of proper trademark usage. Wiley reserves the right to object to the usage of any Wiley trademarks, even if the use is not expressly prohibited by these guidelines. Wiley reserves the right to revise the guidelines at any time without notice.

Without waiving any of its rights, Wiley does not advise others on the scope of its intellectual property rights. Wiley does not permit or consent to any name, logo, trademark or any other device that could be confused with or dilute its trademarks. Consult your legal counsel if you have questions.

If you have trademark questions pertaining to an existing agreement or if you are a licensee, please refer to your agreement for requirements for your use of WPI trademarks and contact your Wiley business contact. They will seek advice from the Wiley Legal Department as appropriate.

### USE OF WILEY'S TRADEMARKS

#### **Referential Use**

You may generally use WPI trademarks to *refer specifically* to WPI products. WPI does not object to your making referential use of our trademarks (but not logos) in advertising, and other printed matter, on-line and Internet locations, provided you follow our trademark guidelines; and provided the use is not disparaging. Your use must not mislead the public as to WPI sponsorship, affiliation or endorsement of your company, or your products or services.

<sup>TM</sup> vs. ® Trademark rights are acquired by the proper, continuous use of the trademark. A trademark that has not been registered with the United States Trademark Office is noted with a <sup>TM</sup>. Registered trademarks are noted with an ®. Although specific permission is not required for referential use, WPI does request that you use our trademarks and registered trademarks correctly and refer to them properly. Proper reference includes marking them with the appropriate trademark symbol (® or <sup>TM</sup>). You should refer to the full trademark(s) completely at the first and most prominent reference. Please provide the following notice within the product documentation:

\_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_ are trademarks or registered trademarks of Wiley Publishing, Inc. in the United States and other countries.

## Proper Trademark Form

Trademarks are adjectives that describe a specific person, place or thing. Because a trademark is an adjective, it is used with the noun that it modifies.

Never use trademarks in the possessive or plural form.

Incorrect

For Dummies' easy-to-understand style

Correct

the easy-to-understand style of the For Dummies® book series.

Incorrect

The company ordered two Cliffnotes.

Correct

The company ordered two copies of CliffNotes®.

Use the appropriate trademark symbol and give the proper attribution.

## Proper Use of WPI Trademarks by Third-Parties

Without a specific trademark license from Wiley, no WPI trademark or product name can be included in the name for your product.

Products should not be marketed under a name that is confusingly similar to any WPI trademark.

Do not imitate WPI packaging or trade dress.

Wiley does not allow third parties to use FOR DUMMIES, any derivation thereof, or any other WPI trademarks in their internet domain names. Because the purpose of trademarks is to identify the source, WPI trademarks combined with the trademarks, products or domain names of others may cause confusion to the

consumer. While Internet sites can use terms such as “about For Dummies®” in the title of their websites, the site itself should never begin with “For Dummies”, or any other WPI trademark.

*If you have any questions or need additional information for a specific region or country, please contact the Wiley Legal Department at the following address:*

*Wiley Publishing, Inc.  
Brand Administrator  
Legal Department  
10475 Crosspoint Boulevard  
Indianapolis, Indiana 46256*

[brandreview@wiley.com](mailto:brandreview@wiley.com)

*Phone: 317-572-3355*

*Fax: 317-572-4355*

## Wiley Trademarks

3-D VISUAL	®
3-D VISUAL logo	®
A COOL REFERENCE FOR THE WHOLE FAMILY!	®
A DICTIONARY FOR THE REST OF US!	®
A GAME FOR THE REST OF US!	®
A ONE STOP REFERENCE FOR THE REST OF US!	®
A QUICK REFERENCE FOR THE REST OF US!	®
A REFERENCE FOR THE REST OF US!	® & ™
A TUTORIAL FOR THE REST OF US!	®
AN OWNER'S GUIDE TO A HAPPY HEALTHY PET	™
ART FOR DUMMIES	™
BROWSING AND BEYOND	®
BUY THAT COMPUTER!	®
BUY THAT COMPUTER!	®
CASELL'S	®
CERTIFICATION FOR THE REST OF US!	™
CHARADES FOR DUMMIES	®
CITY-TO-GO	™
CLASSICS FOR DUMMIES	®
CLASSICS FOR DUMMIES	™
CLIENT/SERVER STRATEGIES	®
CLIFFS	™
CLIFFS NOTES	™
CLIFFS NOTES INC.	®
CLIFF'S NOTES logo	®
CLIFFS NOTES, INC. logo (mountain and stripes)	®
CLIFFS NOTES, INC. logo (mountain only)	®
CLIFFSAP	™
CLIFFSCOMPLETE	™
CLIFFSNOTE-A-DAY	™
CLIFFSNOTES	™
CLIFFSNOTES 1999 cover (yellow and black diagonal lines)	®
CLIFFSNOTES.COM	™
CLIFFSQUICKREVIEW	™
CLIFFSTESTPREP	™
CROSSWORDS FOR DUMMIES	®
DESKTOP PUBLISHING AND DESIGN FOR DUMMIES	®
DIRECT CONNECT KIT	®
DOS FOR DUMMIES	®



DUMMIES SEARCH TOOLS	®
DUMMIES TIPS	®
DUMMIES UNIVERSITY	TM
DUMMIES VIDEOS	TM
DUMMIES.COM	® & TM
DUMMIESWARE	® & TM
DUMMIESWEAR	®
DUMMIESWORLD	® & TM
ENTERTAINMENT COMPANION	TM
EUROPE FROM \$50 A DAY	®
FACE OUT	®
FASTMAP	TM
FOR DUMMIES	® & TM
FOR DUMMIES BESTSELLING BOOK SERIES logo	TM
FOR DUMMIES logo (Hand- holding sign)	TM
FOR KIDS & PARENTS	®
FOR TEACHERS	®
FOR TEENS & PARENTS	®
GET SMART WITH THE DUMMIES	®
GUIA VISUAL	TM
HANGING OUT	TM
HANGING OUT IN EUROPE	TM
HAPPY HEALTHY PET	TM
HAPPY HOUR COMPANION	®
HEALTHY HELP FOR THE REST OF US!	TM
HOW TO COOK EVERYTHING	TM
HOWELL BOOK HOUSE	TM
HUNGRY MINDS	TM
IT'S ALL POSSIBLE	TM
HUNGRY MINDS.COM	TM
ILLUSTRATED COMPUTER DICTIONARY FOR DUMMIES	®
INTERNET DIRECT CONNECT KIT	®
JOIN THE KNOWLEDGE REVOLUTION	®
LEADING THE KNOWLEDGE REVOLUTION	®
LIFE FOR DUMMIES	TM
M&T	TM
M&T BOOKS	TM
M&T BOOKS logo (1999)	® & TM
MACS FOR DUMMIES	®
MASTER VISUALLY	TM
MIS:PRESS	®
MIS:PRESS logo	®
MONARCH	®
MORE ANSWERS, LESS READING	®
MUTUAL FUNDS FOR DUMMIES	®
ONE STEP AT A TIME	®
ONLINE SHOPPING FOR DUMMIES	®
PCS FOR DUMMIES	®
PERSONAL FINANCE FOR DUMMIES\$	®
PERSONAL FINANCE FOR	

<b>SEX FOR DUMMIES</b>	®
<b>SIMPLIFIED</b>	®
<b>SOFTWARE FOR THE REST OF US</b>	®
<b>STUDIO SECRETS</b>	®
<b>TAKE CHARGE COMPUTING FOR TEENS AND PARENTS</b>	®
<b>TAXES FOR DUMMIES</b>	®
<b>TCP/IP FOR DUMMIES</b>	®
<b>TEACH YOURSELF</b>	®
<b>THE A+ REFERENCE FOR TEACHERS</b>	®
<b>THE BASEBALL ENCYCLOPEDIA</b>	®
<b>THE DUMMIES GUIDE TO FAMILY COMPUTING</b>	®
<b>THE DUMMIES ONLINE E- NNOUNCEMENT</b>	®
<b>THE DUMMIES STORE</b>	TM
<b>THE DUMMIES WAY</b>	TM
<b>THE FOUNDATIONS OF</b>	®
<b>THE FUN &amp; EASY WAY</b>	®
<b>THE FUN AND EASY WAY</b>	TM
<b>THE ONLINE RESOURCE FOR THE REST OF US</b>	®
<b>TRIDIMENSIONAL</b>	®
<b>TRIVIA FOR DUMMIES</b>	®
<b>ULTIMATE ---- PROGRAMMING</b>	®
<b>UNLIMITED EDITION</b>	TM
<b>UNOFFICIAL GUIDE</b>	®
<b>VISUAL</b>	TM
<b>VISUAL logo (V design)</b>	TM
<b>VISUAL logo (Visual &amp; V design)</b>	TM
<b>VISUAL POCKETGUIDE</b>	®
	®