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4. **Distinguish Trademarks from Surrounding Words.** To protect a trademark or service trademark in a letter or communication, the Marks may be placed in all capital letters, italicized, or placed in a particularly distinguishing font to differentiate the trademark from the adjoining words. Under no circumstances should the Marks be used in lower case letters in the same font as the adjoining words. Such use could lead to the Marks becoming generic and rights in the trademark being lost.
5. **Use Trademarks Consistently.** Although variety is the spice of life, such is not the case in the use of trademarks. Use the Marks consistently, as designated by Clean Fuels Alliance America. Do not design your own logo or color scheme. Always spell the Marks the same way. Do not use trademarks in possessive or hyphenated in combination with other words. Do not use a plural trademark in the singular or a singular trademark in the plural. Consistently used trademarks are better able to differentiate goods from those of a competitor, thereby building a stronger, more valuable trademarks.
6. **Use Trademarks Appropriately in Internal Communications.** Oddly enough, many problems with trademarks becoming generic originate at home. Companies that frequently use trademarks in internal communications may be tempted to develop shorthand, wherein the product name is eliminated and the trademark is used alone, with the product name being assumed. As noted above, never refer to a product or service by the trademark alone. Always use the Marks with the name of the product or service.

## C. CONCLUSION.

In all speech, invoices, and written correspondence, use the Marks according to the aforementioned rules. Demand Licensee, competitors and media outlets use the Marks appropriately. Trademark protection starts at home. If you do not respect the Marks within your own organization, your License to use the Marks will be terminated by the trademark owner.

I understand and agree to abide by this Trademark Usage Manual.

Licensee

By \_\_\_\_\_

\_\_\_\_\_  
(type or print name)

Date: \_\_\_\_\_