

# ESG in Sports™ Trademark Guidelines

You must carefully consider ESG in Sports™'s trademark usage guidelines when mentioning ESG in Sports™ offerings in your materials or in connection with your own products or product names. You must always make a clear and unambiguous distinction between your own solutions, products, and/or services and the ESG in Sports™ offerings mentioned.

ESG in Sports™ accepts no responsibility for any violation of legal regulations regarding competition or trademarks by partners. In addition to these guidelines, country-specific regulations may apply.

## Proper Use of Trademarks

Throughout the world, thousands of customers recognize and select ESG in Sports™ based on the company's trademarks, which signify high-quality products and related services. Without these trademarks, consumers would not be able to distinguish ESG in Sports™ offerings from those of other companies, nor would they be able to immediately recognize the professional quality of offerings that ESG in Sports™ trademarks represent. Therefore, it is critically important to protect trademarks of ESG in Sports™ and affiliate companies by following these usage guidelines.

A trademark is a word, phrase, symbol, design, or combination thereof that identifies unique ownership. Unregistered or pending trademarks bear the ™ symbol. Registered trademarks carry the ® symbol. A list of current ESG in Sports™ trademarks, both registered and pending, are available on [esginsports.com](https://esginsports.com). Use these names and their symbols according to the guidelines that follow.

## When to Use Trademarks

In general, trademarks are required for communications that you can **expect to be printed** (including PDFs). Web applications, mobile sites, or other on-screen presentations where the low resolution of the medium renders the symbol illegible, **do not require** trademark usage.

To ensure correct use of ESG in Sports™ trademarks, follow these guidelines. For correct spelling and capitalization, see the current [Trademark List](#).

- **Always refer to a trademark using the correct spelling with the correct capitalization. Do not alter the trademark in any way.**

XESGinSports® Software

√ESG in Sports™ ® software

- **Always use a trademark as a proper adjective, not a noun.**
- **Use a trademark as a proper adjective followed by a common-noun descriptor.**

Examples of common-noun descriptors are “software,” “solution,” “application,” and “platform.” Examples of correct use are “ESG in Sports™ ® software and Sustainability Support System in Sports® platform.” Always use an appropriate descriptor. See the current trademark list for ESG in Sports™ trademarks and their applicable descriptors.

- **Include the appropriate trademark symbol – ™ or ® – representing the trademark status.**

If repeated inclusion of the ™ or ® symbol is awkward or impractical, at a minimum you must include the symbol and the common-noun descriptor upon the first use of the trademark in the title (if the name appears in the title) and in the text. Subsequent to this initial use, the symbol and descriptor need not appear with the name.

**Note:** In high-level marketing materials for events, advertising, invitations, or in online banners and social media posts, for example, it may not be practical or standard to include the trademark in a call to action or headline. If this is the case, apply trademark attribution at the first opportunity in body copy. In standard marketing and communications, such as solution brief or success story, apply trademarks at first mention in title and text.

- **The registered trademark on “ESG in Sports™ ” applies to all goods or services delivered by ESG in Sports™ – anything ESG in Sports™ produces as product or service.**

In this context, you communicate Sustainability Support System in Sports® software, ESG in Sports™ ® service, ESG in Sports™ ® offering, ESG in Sports™ ® package, ESG in Sports™ ® application, ESG in Sports™ ® solution, ESG in Sports™ ® component, ESG in Sports™ ® technology, ESG in Sports™ ® tool, and so on. The trademark symbol is only required

at first mention in title and text. In some cases, for event or advertising materials, the trademark is sufficient on first mention in body text only.

- **When referring to ESG in Sports™ as the company rather than the ESG in Sports™ brand, do not use any trademarks.**

Do not add the trademark symbol ® in statements such as “ESG in Sports™ announced today,” “ESG in Sports™ provides solutions to customers,” and “the ESG in Sports™ development team.” Similarly, you can use the possessive form “ESG in Sports™ ’s” when referring to the company, not to the brand. For example, you can communicate “ESG in Sports™ ’s vision,” “ESG in Sports™ ’s market share,” and “ESG in Sports™ ’s years of experience.” In many cases, the possessive is not necessary: “ESG in Sports™ employees work extremely hard.”

**Self-test:** Ask yourself, “Am I referring to the corporation/company, or to an ESG in Sports™ -brand offering or service?” If you are referring to an ESG in Sports™ branded offering or service, use the ® symbol.

- **Do not use a trademark in possessive form.**
- **Do not use a trademark in plural form. Place the trademark within the final punctuation.**
- **Place the trademark inside the punctuation, after the full term.**
- **Some trademarks already include ESG in Sports™ (“ESG in Sports™ Best Practices” and “ESG in Sports™ Awards,” for example).**

For these offerings, you do not need to add the ® symbol after “ESG in Sports™,” since the entire name is a registered trademark.

**Do not use the ® symbol in industry portfolio names, such as ESG in Sports™ for Football, unless there is no other opportunity to use the ® symbol after “ESG in Sports™” within the written piece.**

- **If you have no opportunity to use the ® symbol after “ESG in Sports™” unless it is in an industry portfolio name, add the ® symbol. This may occur, for example, in a header/title or very short body text.**

## **Trademark Attribution**

In any material that mentions any ESG in Sports™ trademark, you must include the correct attribution statement based on the following:

“<ESG in Sports TRADEMARKS> is/are the trademark(s) or registered trademark(s) of ESG in Sports™ LLC or its affiliates in United States and in several other countries.”

In your attribution statement, replace the placeholder phrase < ESG in Sports™ TRADEMARKS> with the names of the ESG in Sports™ trademarks mentioned in your material. Place the statement either on the copyright page (which may be the case in a brochure) or at the end of a material if it has no copyright page (in an advertisement or a press release, for example).

**Example attribution statement:**

“ESG in Sports™ is the trademark or registered trademark of ESG in Sports LLC or its affiliates in United States and in several other countries.”

If you have questions regarding trademarks and/or logo usage, please contact [admin@esginsports.com](mailto:admin@esginsports.com)