# Best Practices for Trademarks for IEEE Brands

## WHAT IS A TRADEMARK?

A trademark is a word, phrase, symbol, or design (or a combination of those) that identifies or distinguishes the source of goods/services of one party from those of others. Many IEEE trademarks are registered with the United States Patent and Trademark Office. Examples of these include our societies, publications, platforms and products.

## EXAMPLES OF IEEE TRADEMARKS

![IEEE](image1)

![IEEE Signal Processing Society](image2)

![IEEE EMBS](image3)

![IEEE Xplore](image4)

![IEEE ComSoc](image5)

## WHY TRADEMARKS MATTER

Although federal registration of a mark is not mandatory, it has several advantages, including notice to the public of the registrant’s claim of ownership of the mark, legal presumption of ownership nationwide, and the exclusive right to use the mark on or in connection with the goods/services listed in the registration.

## WHO CAN HELP?

The IEEE Legal & Compliance department manages the portfolio of IEEE trademarks and can provide guidance and support: d.mack@ieee.org

For questions about branding, contact the IEEE Brand team: branding@ieee.org

## ADDITIONAL RESOURCES

- IEEE Brand Experience Site
- IEEE Visual Identity Guidelines
- Brand Inquiry Form

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## LOGO CONTESTS

Holding a contest to develop a new logo is not recommended as the resulting marks are often not good candidates for registration.

Contest risks can include:

- Lower quality
- Trademark infringement
- Lack of originality
- Negative impact on brand image
- Time-consuming

Before such an endeavor is undertaken, the following steps must be followed:

- Establish terms & conditions for your contest in collaboration with IEEE Legal & Compliance.
- Contact the IEEE Brand team to gain an understanding of the guidelines that all entries will have to meet.
- Follow established IEEE best practices for contests.
- Before choosing a winner or implementing a new mark, have the preferred entry reviewed for compliance and appropriateness by IEEE Legal & Brand teams.