

The below guidelines could be used to select trademarks for use by a company. All steps on this checklist are recommended to be completed prior to the use of any new trademark.

### CHECKLIST

1.  I have worked with the company's designated trademark coordinator and/or appropriate legal counsel in order to select and obtain approval for the subject trademark.
2.  Strategic positioning has been considered before branding.
3.  Early stage (initial) screening of the brand candidate for the U.S. was performed.
4.  A determination of whether the brand will extend overseas has been made.
5.  Final brand clearance and a comprehensive trademark search for the U.S. has been performed.
6.  Final brand clearance and a comprehensive trademark search for international jurisdictions has been performed.
7.  Final approval to use the trademark in each jurisdiction of interest has been obtained from your legal counsel.
8.  Instructions on proper use of the mark have been received from your legal counsel.