



Boise Cascade

Trademark Guidelines

1. Use Proper Designations After the Trademark - ® for a registered trademark or ™ for common law trademarks and those trademarks pending registration with the United States Patent and Trademark Office.

With the exception of the Tree-In-A-Circle design, to use the ® registration symbol the ® is positioned to the right of the trademark name. The ® symbol must also appear as part of the trademark name on all of Boise Cascade's registered trademarks, and is positioned at the end of the trademark, as shown below:



The ™ symbol must appear as part of the trademark name on all of Boise Cascade's common law trademarks or those trademarks pending registration, as shown here:

BOISE EVERGREEN™

*Using a trademark in a publication, ad, product label, etc., the ® and ™ symbols must appear on the first page and the first time it is used on subsequent pages in the material. The symbols must also appear with the trademark whenever the trademark is identifying the product, i.e., an image of the product or in a heading or title listing the product. Other subsequent references within the page(s) are at the discretion of the user/author. For more information on correct usage of Boise Cascade's trademarks, see Correct Usage of Trademarks for the specific way to correctly use Boise Cascade's trademarks.

NOTE: Trademark symbols (® and ™) provide notice to customers, competitors, and suppliers of Boise Cascade's ownership of a trademark. Each time a Boise Cascade trademark is used consistently in its correct usage and marked with its correct symbol, it strengthens Boise Cascade's use of the mark and better protects the mark against possible use or infringement by others.

2. Trademark Legend.

A trademark notice or ownership legend ("Legend") must appear in small print at the bottom of the page or at the end of the printed publication, i.e., marketing pieces, ads, product catalogs, and product labels, etc., whenever possible. (Note: do not place the Legend under the logo or trademark) The Legend shows Boise Cascade's ownership of the trademark or copyright and provides notification that Boise Cascade owns the trademark(s), i.e.

Legend for all Boise Cascade Trademarks:

BCI, BC FRAMER, and BOISE GLULAM are trademarks of Boise Cascade Company or its affiliates. or BCI is a trademark of Boise Cascade Company or its affiliates.

Legend for Copyrights: ©2012 Boise Cascade Company or its affiliates.

3. Use Trademarks as Adjectives.

For example, "Use Boise Cascade's BC CALC® program today." This is especially important for describing product trademarks in text. It is not necessary to use trademarks as adjectives in logs or in headings.

4. Use Distinctive Font within Text.

When using a trademark within text, use italics, bolding, distinctive font, or a distinctive color to identify the trademark, whenever necessary i.e., BOISE GLULAM®. Be sure to use the trademark correctly as listed in Correct Usage of Trademarks, i.e., correct capitalization, hyphenation, separated words, or periods, when applicable.

5. Do Not use Trademarks in a Descriptive Sense.

For example, stating “Boise Cascade provides a simple framing system for your building needs” weakens the trademark SIMPLE FRAMING SYSTEM®.

*Boise Cascade recognizes that marketing and communications constraints do not always allow perfect adherence to these guidelines each and every time. However, please keep in mind that the closer these guidelines are followed, the better protection Boise Cascade will have for its trademarks.