





Trademarks > Correct Usage

Use the Business links below to quickly locate the trademarks specific to that Business. To view correct usage for all of Boise Cascade Company's Trademarks, scroll down page.

Boise Cascade Company

Building Materials Distribution

Wood Products

Boise Cascade Company	
Trademark ("Mark")	Correct Usage of Mark
BOISE CASCADE®	This Mark has been registered. This Mark must be in all caps, two separate words, and followed by the ® symbol.
TREE-IN-A-CIRCLE®	This Mark has been registered. This Mark must be in all caps, hyphenated, and followed by the ® symbol.
 (TREE-IN-A-CIRCLE Design)	This Mark Design has been registered. This Design must appear as shown. To request use of this Design, contact Boise Cascade's Legal Department at (208) 384-4922.
Building Materials Distribution	
Trademark ("Mark")	Correct Usage of Mark
AXUM™	This Mark is a common law mark. This Mark must be in all caps, one word, and followed by the ™ symbol.
Finish-Rite®	This Mark has been registered. This Mark must be hyphenated, with a cap on "Finish" and "Rite" followed by the ® symbol.
Pro-Install®	This Mark is registered. This Mark must be hyphenated, with a cap on "Pro" and "Install," followed by the ® symbol.
Wood Products	
Trademark ("Mark")	Correct Usage of Mark
AJS®	This Mark has been registered. This Mark must be in all caps, one word, and followed by the ® symbol.
ALLJOIST®	This Mark has been registered. This Mark must be in all caps, one word, and followed by the ® symbol.
BC Calc®	This Mark has been registered. This Mark must be two separate words, the first word in all caps and the second word with a cap on Calc, and followed by the ® symbol.
BC COLUMN®	This Mark has been registered. This mark must be in all caps, two separate words, followed by the ® symbol.
BC Connect®	This Mark has been registered. This Mark must be two separate words, the first word in all caps and the second word with a cap on Connect, and followed by the ® symbol.
BC Estimator®	This Mark has been registered. This Mark must be two separate words, the first word in all caps and the second word with a cap on Estimator, and followed by the ® symbol.
	This Mark is currently a common law mark. This Mark consists of a dollar sign above the word BC\$ESTIMATOR. The BC and ESTIMATOR are separated by a dollar sign, and followed by the ™ symbol. Any color can be used for this Mark.

Wood Products (continued)

BC FastPlan [®]	This Mark has been registered. This Mark must be two separate words, the first word in all caps and the second word with caps on FastPlan (no space between Fast and Plan), and followed by the ® symbol.
BC FloorValue [®]	This Mark has been registered. This Mark must be two separate words, the first word in all caps and the second word with a cap on "FloorValue" and followed by the ® symbol.
BC Framer [®]	This Mark has been registered. This Mark must be two separate words, the first word in all caps and the second word with a cap on Framer, and followed by the ® symbol.
Boise Cascade [®] Rimboard	This Mark has been registered. This Mark must be separate words, the first letter of each word in caps, with the ® symbol following Boise Cascade.
BC OPTIMIZER [®]	This Mark has been registered. This Mark must be two separate words, all caps, and followed by the ® symbol.
BC TRACKER [®]	This Mark has been registered. This Mark must be in all caps, two separate words, followed by the ® symbol.
BCI [®]	This Mark has been registered. This Mark must be in all caps, one word, and followed by the ® symbol.
BOISE FrameMark [™]	This Mark is a common law mark. This Mark must be two separate words, the first word in all caps and the second word with a cap on "Frame" and "Mark" and followed by the ™ symbol.
BOISE GLULAM [®]	This Mark has been registered. This Mark must be in all caps, two words, and followed by the ® symbol.
BOISE GOLD [®]	This Mark has been registered. This Mark must be in all caps, two words, and followed by the ® symbol.
BOISE PlansRoom [™]	This Mark is a common law mark. This Mark must be two separate words, the first word in all caps and the second word with a cap on "Plans" and "Room" and followed by the ™ symbol.
BOISE PROCESS CONTROL FRAMING [™]	This Mark is pending registration. This Mark must be in all caps, four words, followed by the ™ symbol.
BOISE QuickQuote [™]	This Mark is a common law mark. This Mark must be two separate words, the first word in all caps and the second word with a cap on "Quick" and "Quote" and followed by the ™ symbol.
BOISE SELECT [®]	This Mark has been registered. This Mark must be in all caps, two separate words, and followed by the ® symbol.
BOISE TOOL KIT [™]	This Mark is a common law mark. This Mark must be in all caps, three separate words, followed by the ™ symbol.
BOISE TOTAL QUALITY BUILDING [™] (w/o register)	This Mark is a common law mark. This Mark must be in all caps, four separate words, followed by the ™ symbol.
BOISE TQBuild [®]	This Mark has been registered. This Mark must be two separate words, the first word in all caps and the second word with a cap on "TQ" and "Build" and followed by the ® symbol.
FMJ [™]	This is a common law mark. This Mark must be in all caps, followed by the ™ symbol.
Great products are only the beginning. [®]	This Mark/Tagline has been registered. This Mark must be separated words in a sentence form, beginning cap on "Great" only, and followed by a period and the ® symbol.
Green products for over 50 years. [™]	This Mark/Tagline is a common law mark. This Mark must be separate words in sentence form, beginning cap on "Green" only, and followed by a period and the ™ symbol.

Wood Products (continued)	
KING BEAM®	This Mark has been registered. This Mark must be in all caps, two words, followed by the ® symbol.
POST-N-BEAM™	This Mark is a common law mark. The Mark must be in all caps, with hyphens on each side of the letter N, followed by the ™ symbol.
SawTek®	This Mark has been registered. This Mark must be one word, with a cap at "Saw" and "Tek", followed by the ® symbol.
SIMPLE FRAMING SYSTEM®	This Mark has been registered. This Mark must be in all caps, three words, and followed by the ® symbol.
TQStructure®	This Mark has been registered. This Mark is an abbreviation and a word-- the abbreviation must be in all caps and the word with a cap on Structure, followed by the ® symbol.
TRU-FORM®	This Mark has been registered. This Mark must be in all caps, two hyphenated words, and followed by the ® symbol.
TRU-PLY®	This Mark has been registered. This Mark must be in all caps, two hyphenated words, and followed by the ® symbol.
VERSA-DECK™	This Mark is a common law mark. This Mark must be in all caps, two words, followed by the ™ symbol.
VERSA-FLOOR™	This Mark is a common law mark. This Mark must be in all caps, hyphen between words, followed by the ™ symbol.
VERSA-Lam®	This Mark has been registered. This Mark must be two hyphenated words, with a cap on Versa-Lam, and followed by the ® symbol.
VERSA-LAM PLUS™	This Mark is a Common law mark. This Mark must be in all caps, three words, hyphen between first two words, and followed by ™.
VERSA-RIM®	This Mark has been registered. This Mark must be in all caps, two hyphenated words, and followed by the ® symbol.
VERSA-SAW™	This Mark is a common law mark. This Mark must be in all caps, hyphen between words, followed by the ™ symbol.
VERSA-STRAND®	This Mark has been registered. This Mark must be in all caps, two hyphenated words, and followed by the ® symbol.
VERSA-STUD®	This Mark has been registered. This Mark must be in all caps, two hyphenated words, and followed by the ® symbol.
Your Engineered Wood Profit Center.™	This Mark/Tagline is a common law mark. This Mark must be separated words in a sentence form, beginning cap on all the words, and followed by the ™ symbol.

The above-listed trademarks are owned by **Boise Cascade Company**, or its Affiliates.

For more information on Boise Cascade's Trademarks, please contact Regina (Reggy) Leone at ReginaLeone@bc.com.