

Apollo Group Trademark Usage

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Trademark Usage

This website contains general guidance for the proper use of Apollo Group's various trademarks, service marks, and domain names. It is not intended as comprehensive guidance for all legal uses. Any questions regarding the proper use of these, or any other Apollo Group marks or domain names not addressed here, should be directed to:

Apollo Legal Department

ATTN: Tim West, Senior Corporate Counsel
4025 S Riverpoint Parkway
Mail Stop: CF-K612
Phoenix, AZ 85040

Phone: 602.557.1661
Fax: 602.557.3015

Unauthorized use of Apollo marks is not permitted.

Trademark Definitions

Trademark

A trademark includes any word, name, symbol, device, or any combination, used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a brand name.

Service Mark

A service mark is any word, name, symbol, device, or any combination, used, or intended to be used, in commerce, to identify and distinguish the services of one provider from services provided by others, and to indicate the source of the services.

Registration (®) Symbol

The letter R within a circle—®—is a symbol signifying federal trademark registration. The federal registration symbol is used once a mark (a trademark or service mark) is actually registered with the U.S. Patent and Trademark Office. Even though an application for registration may be pending, a registration symbol may not be used before a mark has actually become registered. The registration symbol is typically superscripted to the right of the last letter of the mark.

Trademark (™) and Service Mark (SM) Symbols

Trademark and Service Mark symbols usually indicate that a party claims rights to a mark. These symbols are often used by a party before a federal registration is issued. There are no federal regulations governing the use of these symbols or designations, however, their use may be governed by local, state, or foreign laws. The ™ or SM symbol is typically superscripted to the right of the last letter of the mark. These marks are commonly referred to as common law trademarks.

Attribution Notice

Notice identifying the registered owner of a mark. It is typically found at the bottom of the page on which a mark is used.

Common Law Trademarks

A non-federally registered mark commonly identified by a ™ or SM symbol.

Mark Use in Commerce

Use of a mark in commerce including use in presentations, information materials, books, marketing materials, advertisements, external Web sites, etc.

Trademark Guidelines

Trademarks and service marks (collectively known as marks), when properly used, are legally protected indefinitely. The improper use of a mark can cause it to become diluted or regarded as generic, thereby causing the mark to lose some or all of its legal protection status. The following guidelines are provided to promote the proper use of Apollo's marks in commerce.

1. Use all Apollo Marks with the appropriate symbols - ®, SM or TM as they are displayed in the Apollo Marks Inventory section of this Web site. The appropriate symbol is usually superscripted, and is placed to the right of the last letter of the mark. Apollo Marks may be distinguished by using other typographic enhancements such as bold or italic type.

Examples of Symbol Placement:

PHOENIXCONNECT® READ. PLAY. WIN!SM College for Financial Planning®

2. Trademarks are adjectives that describe a noun (i.e., a specific person, place, thing, or service).

Examples of proper use of the symbol (note that the symbol is not used when the mark is used as a noun):

University of Phoenix® curriculum materials are available online for all students and faculty.

University of Phoenix allows students and faculty to retrieve curriculum materials online.

3. Do not use Apollo Marks in the possessive or plural form.
4. Never combine (alter the mark by joining it with another mark) an Apollo Mark with a trademark or service mark of a third party. Combining Apollo's Marks with those of others may confuse consumers as to which company is the source of the product or service
5. In instances where Apollo may want to co-brand with a third party, a license agreement is necessary. Assistance can be obtained by contacting Apollo Legal Services.
6. Usage of Apollo Marks for sponsorships (i.e. 10K races, clean air campaigns, etc.) should be pre-approved by Apollo Legal Services.
7. Give proper attribution when using Apollo Marks. An attribution notice should be placed in all material used in commerce that includes an Apollo Mark.

Sample Attribution notices:

RIVERPOINT WRITER® is a registered service mark of Apollo Group, Inc. in the United States and/or other countries.

IPD® is a registered trademark of Apollo Group, Inc.

University of Phoenix® and UOPX® are registered trademarks of Apollo Group, Inc. in the United States and/or other countries.

University of Phoenix® and AUDIOACE™ are marks of Apollo Group, Inc. in the United States and/or other countries.

- a. On single page material, the attribution notice should be placed at the bottom of the page, and should be separated by a line break from a copyright notice if one is used.
- b. On multi-page material with a copyright page, the attribution notice should be placed on that page.
- c. On multi-page material, usually 12 pages or less and without a copyright page, the attribution notice may be placed on the last page or back of the material or as noted below.
- d. On multi-page material of more than 12 pages and without a copyright page, the attribution notice must be placed at the base of the first page where the mark is used.
- e. All material used in commerce that is published electronically or that may be used in countries outside the United States, and which includes an Apollo Mark, must include the following at the end of the attribution notice:

“...in the United States and/or other countries.”

Apollo Marks Inventory

Apollo Group, Inc.

Registered Trademarks

AN EDUCATED WORLD IS A BETTER WORLD®

AXCESS®

AXIA COLLEGE®

ELEVATOR GAMES®

FIRST CHANCE®

FOREVER A PHOENIX®

I AM A PHOENIX®

INSTITUTE FOR PROFESSIONAL DEVELOPMENT®

IPD®

MYAPPLY®

PAYING IT FORWARD®

PHOENIXCONNECT®

PHOENIXMATH®

RIVERPOINT WRITER®

SERVE IT FORWARD®

TEACHING IT FORWARD®

THINKING AHEAD®

UNIVERSITY OF PHOENIX®

UNIVERSITY OF PHOENIX STADIUM®

UOPX®

WESTERN INTERNATIONAL UNIVERSITY®

WRITEPOINT®





Common Law Trademarks and Service Marks

APOLLO EDUCATION SERVICESSM

APOLLO RESEARCH INSTITUTESM

AUDIOACETM

FOCUS TO THE FINISHSM

BECAUSE AN EDUCATED WORLD IS A BETTER WORLDSM

PHOENIX PATRIOTSM

READ. PLAY. WIN!SM



Marks Used by College for Financial Planning

Registered Trademarks

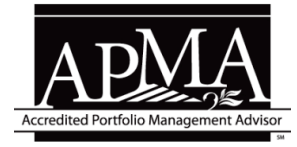
CE OneSource®

COLLEGE FOR FINANCIAL PLANNING®

ADPA®



APMA®



AAMS®



AWMA®



CMFC®



CRPC®



CRPS®



RP®



Common Law Trademarks



Aptimus, Inc.

Registered Trademarks

APTIMUS®



BPP Holdings

Registered Trademarks

BPP®



Common Law Trademarks and Service Marks

