



**ShakeAlert®** Joint Committee for Communication, Education, and Outreach  
"Supporting the **ShakeAlert®** System through coordination, collaboration, and  
community building."  
**California – Oregon – Washington**

# Trademark Guidelines



# What is a trademark?

A mark used in commerce to identify the **SOURCE** for a specific good or service.

# Examples of famous trademarks

➤ Word **TOYOTA**

➤ Symbol 

➤ Slogan JUST DO IT.

➤ Hybrid  **Shake!lert**<sup>TM</sup>

➤ Trade Dress 

**Note:** Trademarks may be any symbol(s), word(s) or other traits like sound, color or fragrance.

**Shake!lert**<sup>TM</sup>

# What are the functions of a trademark?

- Indicates the source or **origin of goods or services**
- **Assures consumers the quality of goods** bearing the mark
- Creates **business goodwill** and brand awareness

# Problems when a trademark is misused



Misuse of a trademark confuses the public.  
Can affect public satisfaction and what is viewed  
as the owner's products.

Shake!lert™

# SHAKEALERT

- Is a registered word mark
  - Covers all expressions of the word.
- Examples:
  - **SHAKEALERT**
  - **ShakeAlert**
  - **Shake Alert**
  - **Shake-Alert**
  - **Shake!lert™**

The only USGS authorized spelling format for the word mark is ShakeAlert® in media capitals [aka CamelCase] with no spaces. For the hybrid mark (aka logo) only the “TM” version is allowed. For both the word and hybrid marks the allowed colors are USGS green (see right), white, and black.

**Shake!lert™**

# Who may use the trademark?

- Persons/organizations with written authorization from the USGS
- Such as:
  - JCCEO National Committee Members – organizations and individual members
  - Licensees (CEO, Pilot, and Licensed Operators – LtOs)
  - Others
    - Agencies that might not have an agreement with the USGS but are aligned with **ShakeAlert**® in its mission and guidelines
      - Such as protective actions
    - Examples
      - The American Red Cross
      - Earthquake Country Alliance
      - Cascadia Region Earthquake Workgroup – CREW



# How may trademark be used?

- **Specified** in the written agreement
  - Request are submitted to USGS
    - Identifies how mark may be used
    - Where and what the mark may be used on
- USGS Pre-authorized statement
  - USGS approved public/news release statements
    - [Partner name] is an official partner of the USGS' **ShakeAlert**<sup>®</sup> system. [Partner name] uses high speed data provided by the **ShakeAlert**<sup>®</sup> network system that detects and characterizes significant earthquakes and has the potential to alert people and automated systems that weak shaking or greater from an earthquake that has just begun might soon arrive at their location.
    - Use of the tagline: "*Powered by **ShakeAlert**<sup>®</sup>*"
  - Factual statement
    - Describing relationship with USGS or what Party is receiving





# Authorized Use Tips

- Always use **ShakeAlert**<sup>®</sup> as an adjective
  - USGS issues **ShakeAlert**<sup>®</sup> Messages
  - USGS manages the **ShakeAlert**<sup>®</sup> system
- Cite “<sup>®</sup>” by the mark at least once in a document in a highly visible place
  - Puts public on notice that it is a registered trademark
- Consistent with **ShakeAlert**<sup>®</sup> Trademark, Guidelines

# How NOT to use the Trademark

➤ Use of the word **ShakeAlert**<sup>®</sup> as the name of a product or service.

- Example 1: Partner X provides or delivers "**ShakeAlerts**<sup>®</sup>"

USGS provides scientific data packages (**ShakeAlert**<sup>®</sup> Messages) that are utilized by the distribution partner to develop an alert.

- Example 2: "**ShakeAlerts**<sup>®</sup>" are being delivered by Partner X to a wireless device.

**ShakeAlert**<sup>®</sup> partners deliver alerts.

Use of the term "earthquake alert" is allowed. "Earthquake Early Warnings" is also allowed; however, with the latter, it must be made clear that a **ShakeAlert**<sup>®</sup> Message contains data about an earthquake that has already begun and includes the location, estimated magnitude, and estimated shaking. An often-encountered misconception is that **ShakeAlert**<sup>®</sup> is earthquake prediction.

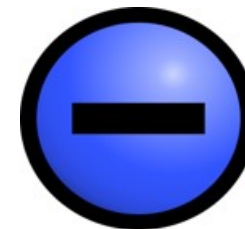
- Example 3: Alerts are being delivered by Partner X to their Mark XII **ShakeAlert**<sup>®</sup> Receiver.

Physical or virtual products cannot include the word **ShakeAlert**<sup>®</sup> in their name.

A "Powered by **ShakeAlert**<sup>®</sup>" sticker on a device that receives alerts that are based on data in **ShakeAlert**<sup>®</sup> Messages is allowed. The sticker contents (font, etc.) must conform with the with the **ShakeAlert**<sup>®</sup> Trademark guidelines.

**ShakeAlert**<sup>™</sup>

## How NOT to use the Trademark (continued)



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- Where use of the mark creates the impression of endorsement of a product or service that is not the USGS.
  - E.g., USGS “certified”
  - E.g., “Trusted partner” of the USGS
  
- However, **ShakeAlert**<sup>®</sup> partners are allowed to state that they are a **ShakeAlert**<sup>®</sup> partner or a USGS partner if they Pilot or LtO licensees since it is a factual statement.
  - “Official **ShakeAlert**<sup>®</sup> Partner” is acceptable for Pilot and LtO partners (per the public/media release statement – see slide 8).

**ShakeAlert**<sup>™</sup>



The name and character of Smokey Bear are the property of the United States, as provided by 16 U.S.C. 580p-1 and 18 U.S.C. 711, and are used with the permission of the Forest Service, U.S. Department of Agriculture



## SMOKEY BEAR

Artist Albert Staehle was asked to paint the first poster of Smokey Bear. It showed Smokey pouring a bucket of water on a campfire and saying "Care will prevent 9 out of 10 fires." Smokey Bear soon became very popular, and his image appeared on a lot of forest fire prevention materials. In 1947 his slogan became the familiar "Only YOU Can Prevent Forest Fires!", which was later updated to be "Only YOU Can Prevent Wildfires!"

The name and character of Smokey Bear are the property of the United States, as provided by 16 U.S.C. 580p-1 and 18 U.S.C. 711, and are used with the permission of the Forest Service, U.S. Department of Agriculture



## Scenario 1: Examples of when use of the trademark is authorized

Forest Service, US  
Department of  
Agriculture

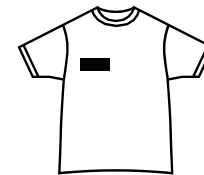
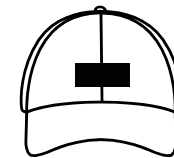
Another Protected  
Federal Trademark

Shake!lert™

## Scenario 2: Examples of when the use of the trademark may be authorized

In support of an event to raise awareness of the **ShakeAlert**<sup>®</sup> System

USGS could authorize use of the **ShakeAlert**<sup>®</sup> mark on clothes or other items (e.g. lapel pins, patches) for advertisement



**ShakeAlert**<sup>™</sup>

## Scenario 3: Examples of when the use of the trademark may be authorized

The mark is used near another mark to advertise a factual relationship.

Some of the Project Partners for ShakeAlert®



**Questions?**

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