

CDW's Guide to Trademark Usage

CDW considers its trademarks to be valuable assets. Consequently, we need to make every effort to ensure we maintain their value through their appropriate use. In order to protect our trademarks, it is important to follow these guidelines for the use of all CDW trademarks.

In addition, we partner with the leading brands in the technology industry and the value of those trademarks also impacts CDW. Therefore, just as we are committed to protecting our own trademarks, we are committed to the proper use of our partners' trademarks.

Key Terms

- Trademark—a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the products and services of one party from those of others.
- Registered Trademark—a trademark that has been registered by the US Patent and Trademark Office (USPTO).

CDW Trademarks

These are CDW's trademarks and how they should appear in any written, internal or external documents, including catalogs, collateral material, e-mail, letters, and presentations.

- CDW[®]
- CDW•G[®] (or CDW-G[®])
- CDW SolutionEdge[®]
- CDW@work[®]
- CDWG@work[®]
- MacWarehouse[®]
- Teachers Talk Tech[®]
- InformaCast[®]
- FedTech[™]
- StateTech[™]
- EdTech[™]
- BizTech[™]
- Computer Discount Warehouse[™] (May be used only with the approval of Branding)
- The Right Technology. Right Away.[®] (preferred version)
- CDW. The Right Technology. Right Away.[®]
- Where Speed and Technology Meet.[™] (For use in association with CDW Racing only)

Trademark	Symbol	Example Descriptors (Adjectives)
CDW	®	Do not use a descriptor when used as company name.
CDW•G (or CDW-G)	®	Do not use a descriptor when used as company name.
CDW SolutionEdge	®	Program, partner
CDW@work	®	Extranet, site
CDWG@work	®	Extranet, site
MacWarehouse	®	Brand, Web site
Teachers Talk Tech	®	Do not use descriptor
InformaCast	®	Product, System, Telephony
FedTech	™	Magazine, descriptor is not required
StateTech	™	Magazine, descriptor is not required
EdTech	™	Magazine, descriptor is not required
BizTech	™	Magazine, descriptor is not required
Computer Discount Warehouse	™	Do not use descriptor
The Right Technology. Right Away.	®	Do not use descriptor
CDW. The Right Technology. Right Away.	®	Do not use descriptor
Where Speed and Technology Meet.	™	Do not use descriptor

Basic Trademark Guidelines

These guidelines are generally accepted practices for using trademarks, both registered and unregistered. Within CDW, it is important to utilize these guidelines for all of our communications activities, whether they are external or internal.

- A trademark should always be used as an adjective, followed by a generic, lower-case noun. However, it is appropriate to use a company name and a magazine name without an adjective, even though the company or magazine names are also trademarks. (See table above)
 - Correct:** The CDW SolutionEdge® program gives our partners a competitive advantage.
Your CDW@work® extranet site provides access to your purchase history.
 - Incorrect:** CDW SolutionEdge gives our partners a competitive advantage.
CDW@work provides access to your purchase history.
 - Acceptable:** CDW is a leading provider of technology solutions.
FedTech™ reaches a wide range of decision-makers.
- A trademark should not be used in the plural.
 - Correct:** We offer HP and IBM computers.
 - Incorrect:** We offer HPs and IBMs.
- Generally, a trademark should not be used in the possessive. Nor should you use an apostrophe ('s) with a trademark symbol. However, it is acceptable to use a company name in the possessive, even though the name is also a trademark.
 - Correct:** The Toughbook® computer's case can withstand spills.
 - Incorrect:** The Toughbook's case can withstand spills.
Toughbook®'s case can withstand spills.
 - Acceptable:** CDW's configuration center can meet your needs for custom systems.

- A trademark should not be altered or modified in any way: do not rewrite it for another use, do not use hyphens, slashes, prefixes, suffixes, etc. and do not split it on two lines in copy.

Correct: The Right Technology. Right Away.[™]

Microsoft
IBM and HP computers

Incorrect: The Right Solution. Right Away.

Micro-soft
IBM/HP computers

A trademark should not be abbreviated.

Correct: Microsoft[®] Office

Macromedia[®] Dreamweaver[®] 8

IBM Thinkpad[®] R52

Incorrect: MS Office

MM Dreamweaver
IBM T'pad

- Use the full name, proper capitalization and proper spelling.

Correct: CDW SolutionEdge[®]

Incorrect: SolutionEdge
CDW solutionedge
CDW SolutionsEdge

- Use the proper trademark symbol. For trademark symbols, “®” or “™”, superscript format is preferred. If the appropriate trademark symbol is not available, use parentheses: (TM) or (R). See below for additional details on usage of the proper trademark symbol.

▼ To insert a trademark symbol (® or ™) in a Microsoft application:

1. Click where you want to insert the symbol.
2. On the **Insert** menu, click **Symbol**, and then click the **Symbols** tab.
3. In the **Font** box, click the font that you want.
4. Double-click the symbol that you want to insert.
5. Click **Close**.

Trademark Symbols

- ™ —this trademark symbol is used to indicate that CDW is using the word, phrase, design, etc. as a trademark and is claiming rights to it. The “™” symbol may be used even if CDW has not filed an application to register the mark with the USPTO.
- ® —this is the Federal registration trademark symbol, which may be used only after CDW has applied for a federal registration and the registration has been granted by the USPTO. Federal registration provides certain benefits, including a legal presumption that CDW owns the mark and that CDW has the exclusive right to use the mark nationwide in connection with the goods/services listed in the registration.

Use of Trademark Symbols with CDW's Trademarks

In order to protect our trademarks, it is important to follow these guidelines for the use of trademark symbols with CDW's trademarks. Once the minimum guidelines outlined below are achieved, space and design constraints can take precedence over additional use of the trademark symbols.

In addition, we are also accountable to our vendors for the proper use of their trademarks. Therefore, these guidelines should be followed for both CDW trademarks and the trademarks of others.

- For trademarks that are registered with the USPTO, use the ®. For trademarks that are not registered, use the ™.
- For letters, e-mails, memos, press releases, white papers, advertising, brochures, flyers, direct mail pieces, financial reports, books, technical documentation and other bound documents:
 - At a minimum, properly designate (with ® or ™) all of CDW's trademarks on the first prominent use (e.g. on the cover, in a headline, etc.) and again on the first usage in copy. It is not necessary to use the trademark symbols more than what is outlined here, but it is not a problem if they are used more often.
- For newsletters, magazines and publications with multiple articles (this includes both CDW- and non-CDW-controlled publications), as well as press releases or articles we submit:
 - Properly designate (with ® or ™) all of CDW's trademarks on the first use in headlines and on the first use in every article in which they are used. (Note: we do recognize we cannot control how the trademarks or symbols are used by publications we do not control. However, you should still ensure what is submitted does follow these guidelines.)
 - In CDW publications, properly designate (with ® or ™) all of CDW's trademarks on the first use in the table of contents, in headlines and on the first use in every article in which they are used.
- For televised programs and commercials, slides, video and multimedia presentations:
 - Properly designate (with ® or ™) all of CDW's trademarks on the first, most prominent occurrence.
 - In presentations, trademarks should be designated with the proper trademark symbol on each page/slide.
- In all charts or graphs, properly designate trademarks (with ® or ™) on the chart or graph itself.
- If you are using CDW or another trademark as a company name, do not use the trademark symbols, “®” or “™,” with the company name. However, if you are using CDW or another trademark as a brand name that directly precedes a specific product or service offer, use the appropriate trademark symbols, “®” or “™”, with the trademark.
 - Example: Software License Tracker from CDW allows you to manage all of your software licenses. (No “®” is used because CDW refers to the company name.)
 - Example: CDW® Software License Tracker allows you to manage all of your software licenses. (“®” is used because CDW is used as a brand name.)

- Whenever using a CDW tagline, use the appropriate trademark symbol with every use. The appropriate uses are as follows:
 - The Right Technology. Right Away.™ (Preferred version)
 - CDW. The Right Technology. Right Away.®
 - Where Speed and Technology Meet.™ (For racing program only)

Acknowledging CDW Trademarks

In all printed materials or Web sites, properly acknowledge ownership of all of our trademarks, including taglines. This is normally written as, [Trademark name] [trademark symbol] is a trademark (or registered trademark) of CDW Corporation.

- For each CDW trademark that is in a printed piece or on a Web site, we need to use the appropriate means to identify those marks as being owned by CDW Corporation. In printed material, one page should contain the trademark acknowledgement line. On a Web site, a single trademark acknowledgement of all CDW trademarks in a Legal Notice or Trademark section is sufficient.
- Always use the proper trademark symbol with the trademark.
- When a single trademark is used in a document, the following is appropriate:
Example: CDW@work® is a registered trademark of CDW Corporation.
 StateTech™ is a trademark of CDW Corporation.
- When more than one trademark is used, they can be listed together in the acknowledgement line.
Example: CDW® and CDW@work® are registered trademarks of CDW Corporation.
- If there is a combination of registered and unregistered trademarks, do not use the term “registered trademark” in the acknowledgement line; use only “trademark” in this case. The acknowledgement line should be as follows:
Correct: CDW®, The Right Technology. Right Away.™ and FedTech™ are trademarks of CDW Corporation.
Incorrect: CDW®, The Right Technology. Right Away.™ and FedTech™ are registered trademarks of CDW Corporation.
- All CDW trademarks are owned by CDW Corporation and the acknowledgements must reflect that ownership. None of CDW’s subsidiaries own their own trademarks and therefore should not be identified as trademark owners in the acknowledgement.
Correct: CDWG@work® is a registered trademark of CDW Corporation.
Incorrect: CDWG@work® is a registered trademark of CDW Government, Inc.