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How to use the trademark "CLAMCLEAT" correctly in your catalogue

Our name is valuable to us. Naturally, we wish to ensure that the trademark "Clamcleat" does not lose its value by passing into the language as a generic description - thereby invalidating its legal status and creating unnecessary confusion among sailors and within the trade.

May we ask for your co-operation in ensuring that our trademark "Clamcleat" is always used correctly. The following notes are for your guidance:

For Index & Contents pages:-

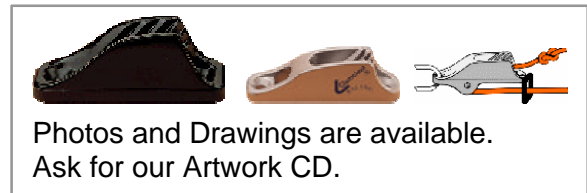
- ✓ Clamcleat[®] rope cleats.....page nn.

Example Introduction:-

A deceptively simple ridged 'V' groove holds ropes firmly. There are no moving parts to break or seize. The higher the load, the stronger the grip. Easy release with a short upwards and backwards pull. Complimentary ranges in marine grade nylon, silver aluminium and the latest hard anodised aluminium.

For Headings:-

- ✓ Clamcleat[®] rope cleats, Clamcleat[®] Tauklampen



For individual products:-

- ✓ Clamcleat[®] CL257. Clamcleat[®] Auto-Release Racing Mini.
- ✓ [Your item No] Clamcleat[®] Junior Or [Your item No] nylon Junior

For Website links:-

- ✓ Print www.clamcleat.com in your catalogue.

Please do NOT use:

- ✗ "Clamcleat" should NEVER be used as a noun.....as in or "A Clamcleat for....." or "This Clamcleat is the best yet".
- ✗ "Clamcleats" (plural) should **never** be used to mean a number of cleats or products; as in "all these Clamcleats are grouped around....."
- ✗ The words "Clam Cleat" or "clam cleat" should never be used.