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## How to use the trademark "Clamcleat" correctly on your website.

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:-

✓ Clamcleat<sup>®</sup> rope cleats [link to...](#)


Programers note:  
 HTML code for ®  
 is &reg or &#174

### Example Introduction:-

A deceptively simple ridged 'V' groove holds ropes firmly. No moving parts to break or seize. The higher the load, the stronger the grip. Easy release with a short upwards and backwards pull.

### For Headings:-

✓ Clamcleat<sup>®</sup> rope cleats, Clamcleat<sup>®</sup> Tauklampen

✓  (You can lift a logo from our site)

### For individual products:-

✓ Clamcleat<sup>®</sup> CL257. Or Clamcleat<sup>®</sup> Auto-Release Racing Mini.

✓ [Your item No] Clamcleat<sup>®</sup> Junior Or [Your item No] nylon Junior



We can supply images. Ask for an Artwork CD.  
 Also see [www.clamcleat.com/indnumber.htm](http://www.clamcleat.com/indnumber.htm).

### For Website links:-

✓ Link to [www.clamcleat.com](http://www.clamcleat.com) Consider using our logo as the link: 

✓ You can link to a special Distributor Version of our website. See Clamcleat\_DV\_Info.pdf.

### Please do NOT use:

- ✗ "**Clamcleat**" should **never** be used as a **noun**.....as in "This Clamcleat is the best yet" or "A Clamcleat for.....".
- ✗ "**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.