

Trademark Protection and Consistent Use

Our success depends on the thousands of interactions people have with our products, brands and services every day. People choose 3M products over others because of our reputation for applying science to make the lives of customers and consumers easier, better and more complete – often in surprising ways. This guide is to help you understand not only how to protect our trademarks, but also to use them consistently, providing another level of assurance that brand-loyal customers continue to select our brands for their business and personal lives.

General Guidelines

The following trademark standards and guidelines generally apply to all forms of communications produced at 3M. For more detailed trademark guidelines, see the detail in this guide for the specific type of communications you are creating. Before attempting to develop a new trademark, contact the 3M Corporate Brand Department in Marketing-Sales Operations and the 3M Office of Intellectual Property Counsel.

Visit the [3M Legal Center](#) for more information about trademarks and trademark law. Visit [Brand Central](#) for we're more information about 3M brand strategy and architecture.

Use the legally required components in proper order.

1. A trademark must always be used as an adjective, never as a noun or verb. Use the ™ or ® symbol at the end of a trademark. Two or more trademarks used together must always be distinguished from each other by using the ™ or ® symbols on both (or all) of the trademarks each time they are used. Do not apply the later-use rule in this instance (see “First-use, Later-use” section, page 5). Within text and when speaking, a trademark must be followed by a noun (generic descriptor) that appropriately describes the product.

Correct example:

Scotch® Magic™ Tape

Incorrect example:

Scotch® Magic Tape

2. The generic descriptor may also contain an adjective, provided that an appropriate noun describing the product follows the adjective.

Correct example:

3M™ Scotchlite™ Reflective Material

Incorrect example:

3M™ Scotchlite™ Reflective

3. The trademark *must* be followed by a generic descriptor ending in a noun. The generic descriptor must be pertinent and appropriate to describe the product. This also helps differentiate a particular product from other products in the brand line.

Correct example:

3M™ Controltac™ Graphic Film
("Graphic Film" is an appropriate noun that describes the product.)

Incorrect example:

3M™ Controltac™ Customers
("Customers" is not an appropriate noun.)

4. The model or product numbers should follow the generic descriptor.

Correct example:

3M™ Fire Barrier Wrap Strips FS-195+

Incorrect example:

3M™ FS-195+ Fire Barrier Plenum Wrap

Use the ® symbol only in countries where the trademark is registered for the specific product and only after obtaining legal approval.

Only use the ® symbol if you are certain the trademark is registered for the specific and exact product in the country where it will be seen. Some countries use other symbols to indicate a registered trademark. Contact the Office of Intellectual Property Counsel before using the ® symbol on any 3M trademark.

Use the appropriate font and position.

While there is no standard ratio that controls the size of the ™ or ®, use the superscript version of the 3M Circular font.

Example:

3M™ Littmann® Electronic Stethoscopes

Set trademark symbols in parentheses when needed.

Some applications do not allow you to set ™ or ® in superscript. In this case, put the trademark symbol in parentheses the first time it appears.

Correct examples:

Hold drums and boxes securely on warehouse pallets with 3M(TM) Stretchable Tape.

Easily make changes on printed documents with Post-it(R) Tape Flags.

Use “3M™” in text when used as a product brand, but not when referring to “3M” the company.

Do not include the ™ symbol when referring to the company.

Correct example:

3M has a long history of helping make customers more productive. For example, 3M™ Cubitron™ II Abrasives cut longer between changes.

Incorrect example:

3M™ will release quarterly earnings this week.

Link all brands to 3M in a sentence.

Sub-brands and labels should be preceded by 3M™ when used in a sentence. Iconic brands are endorsed by 3M when used in a sentence.

Correct Sub-Brand example:

Get a full 90 minutes working time with 3M™ Scotch-Weld™ Adhesive.

Iconic Brand example:

Get inspired using Scotch® Products from 3M.

Trademarks as acronyms.

Only in certain instances can acronyms be trademarks. Once adopted as a trademark, avoid using the words from which the acronym was derived as part of the description.

Correct example:

3M™ VHB™ Acrylic Foam Tape works best. (“VHB™” is a trademark and “Acrylic Foam Tape” is the generic descriptor).

Incorrect example:

3M™ VHB™ Very High Bond Acrylic Foam Tape works best.

Properly use trademarks owned by other companies.

When using trademarks belonging to another party, use the trademark correctly, including the appropriate symbols and generic descriptor. A statement of ownership (a “trademark attribution statement”) must also appear, usually as a footnote. Make sure to contact other companies to develop correct wording around their trademarks.

Correct example for each use:

Improve your efficiency. Keep a supply of Post-it® Notes right next to your Macintosh™ computer.

Correct trademark attribution statement:

Macintosh is a trademark of Apple Inc. Post-it is a registered trademark of 3M.

Use a trademark attribution statement on customer-facing materials whenever possible.

Each brand listed in a communication must be listed in the attribution statement, including 3M.

Due to its length, the company tagline “3M Science. Applied to Life.™” does not have to be included.

Use the 3M tagline consistently.

The correct way to use the tagline in copy is exactly as follows: 3M Science. Applied to Life.™ Be sure to check the “Logos and Lockup” section under “Brand Elements” in Brand Central for the most up-to-date usage information regarding the tagline.

Other companies using 3M trademarks.

When another company uses a 3M trademark in its routine, general communications, each full product name is to be used each time the trademark is used. In addition, a trademark attribution statement of ownership is required in the form of a footnote.

When a 3M product is listed in a communication from another company with that company’s products, include the 3M product in the trademark attribution statement as a footnote. When a 3M product is listed in a 3M communication, protect the trademark within the text and with a trademark attribution statement. While a trademark attribution statement is not legally required in this instance, it is recommended and a good practice.

Contact your legal representative for any non-routine communications or relationships, co-branding, licensing or sponsorships for example.

Correct example for each use:

Get greater patient comfort with 3M™ Tegaderm™ Film Dressings.

Correct trademark attribution statement for multiple trademarks:

3M and Tegaderm are trademarks of 3M.

Do not use a trademark as a verb, possessive, noun or in plural form.

Correct example:

Welders get a wider field of view with 3M™ Speedglas™ Helmets.

In wet or dry conditions 3M™ Stamark™ Durable Pavement Marking Tape remains highly retroreflective.

Incorrect examples:

Speedglas' most important quality is its field of view. (a possessive noun)

Few products live up to the performance of a Speedglas. (a noun, no generic descriptor)

The Transportation Department Stamarked Highway 61 in St. Paul, MN. (a verb)

Translate generic descriptors, but not the trademark

Generic descriptors must always be translated, not transliterated. In some languages, the generic descriptor precedes the trademark.

English example:

3M™ Nomad™ Floor Matting

Spanish example:

Tapetes 3M™ Nomad™

Transliterate trademarks when required or necessary

Transliteration means the spelling of a word in one language using the alphabet of another language so when it is pronounced, it sounds similar to the original English language trademark. However, great care should be used in selecting a transliteration, because you may be creating a new trademark. See more at the [Legal Center](#).

Always use the correct company name

3M Company is our legal name. In general use, always refer to the company as “3M Company” or “3M.” Do not refer to the company as Minnesota Mining and Manufacturing Company or 3M Corporation.

Do not alter trademarks

Always use 3M trademarks in an approved manner. They may not be altered by abbreviation, all upper case, spelling changes, etc. except for those previously approved (FUTURO™ Support Products for example). Never superimpose anything over a trademark.

3M has decided not to use the ™ or © symbols with the 3M logo



First-Use, Later-Use Option

First-use, later-use trademark usage is dependent on the continuous visual surface where information appears. A “visual surface” varies from medium to medium. Examples include but are not limited to:

- single-page or two-page spread
- “screen view” visible on a computer screen or mobile device
- each slide in a presentation, printed or projected
- a trade show booth panel
- the side of a package.

Use your best judgment to determine the amount of continuous surface that can be seen at any one time by your audience. Every time a new visual surface is presented to a reader or viewer, you will need to apply the first-use rules to a trademark. You may want to apply the later-use rules to subsequent cases of the same trademark on the same visual surface to make content more reader-friendly. Applying the later-use guidelines is optional.

First-use guidelines

The first time a trademark appears, use the full product name consisting of:

- trademark(s) and trademark symbol(s)
- generic descriptor
- model number, if there is one that is part of the full product name

Product names should be used in full on each new visual surface as outlined in the general guidelines on each new visual surface. First-use rules apply to every photo or illustration caption. This rule applies even if the full product name has been used elsewhere on the surface.

Correct first-use examples:

Make closure of most low-tension wounds quick, simple and more comfortable with 3M™ Steri-Strip™ Adhesive Skin Closures

3M™ Carpet Tape is widely used by homeowners.

Incorrect first-use example:

Make closure of most low-tension wounds quick, simple and more comfortable with Steri-Strip Adhesive Skin Closures.

OPTIONAL Later-use guidelines.

After the full product name has been used once on a surface, you may capitalize trademarks, drop the ™ and use lowercase for generic descriptors. The generic descriptor may also be shortened. You may drop using the 3M™ trademark preceding the product trademark, **unless it is the only trademark that the product carries.**

Correct later-use examples:

3M carpet tape is widely used by homeowners.

Incorrect later-use example:

3M Carpet Tape is widely used by homeowners.

Exception.

Capitalize the first letter of each word comprising the generic descriptor following every use of the Post-it® brand and Scotch® brand. 3M has decided not to employ the later-use guidelines for these two brands.

Correct example:

Post-it® Pop-up Notes can help you stay organized. Post-it® Pop-up Notes come in a wide choice of colors.

Distinguish trademarks from each other.

If two trademarks appear together, always use ™ symbols every time the trademarks are shown. Please consult with the Corporate Brand Team if you have a product with two trademarks exclusive of “3M.”

Correct example:

Designed for use in difficult bonding situations, 3M™ Adper™ Scotchbond™ Multi-Purpose Adhesive can be used in moist environments.

Incorrect example:

3M Adper Scotchbond™ Multi-Purpose Adhesive can be used in moist environments.

Avoid repetition of trademarks in product listings.

To avoid repetition of trademarks in product listings or in a table of contents, the first occurrence of trademarked product names should be used in full as outlined in the general guidelines. Each subsequent mention in lists or tables can follow later-use guidelines. Then the next time a trademark is used in text outside of listing or table of contents, follow first-use guidelines.

Correct examples:

Post-it® Notes

Custom-Printed Notes
Super Sticky™ Notes

3M™ Scotchlite™ Reflective
Products

Reflective Material Fabric
Reflective Material Film

Press Releases

The media often edits, alters or rewrites the information found in press releases to conform to their internal style guidelines. Because of this, the proper First-Use, Later-Use guidelines cannot always be applied. Use the following guidelines when writing press releases.

Do not precede a sub-brand with “3M” or “3M™”.

Instead, link the 3M by adding “... from 3M” after using the trademark.

Correct example:

Food processors can cut operational costs with Petrifilm Aerobic Count Plates from 3M.

Incorrect example:

Food processors can cut operational costs with 3M Petrifilm Aerobic Count Plates.

Do not use the ™ or ® symbols with a secondary trademark, including 3M.

Instead, capitalize the first letter of the trademark and lowercase the generic descriptor each time you use the product name in the release.

Correct example:

Get long-lasting use from Scotch-Brite general purpose scouring pads from 3M.

Incorrect example:

Get long-lasting use from Scotch-Brite™ General Purpose Scouring Pads.

Insert the word “brand” between two trademarks

If two trademarks are used together, insert the word “brand” (or another language equivalent, lowercase “b”) between them each time you use them. In some languages, the word for “brand” precedes the trademark. Please consult with the Corporate Brand Team if you have a product with two trademarks exclusive of “3M.”

Correct example:

You can reduce time spent on the compounding step of the paint finishing process when you use 3M Trizact brand foam sheets with Hookit attachment.

Incorrect example:

You can reduce time spent on the compounding step of the paint finishing process when you use 3M Trizact Hookit brand Foam Sheets.

Identify trademarks in the last paragraph

In the final paragraph of any press release, identify any trademarks you used and provide a trademark attribution statement. Note: Wording varies from country to country based on local laws.

Correct examples:

Steri-Strip is a trademark of 3M.
3M is a trademark of 3M Company.

3M, Scotch-Brite and Steri-Strip are trademarks of 3M.

Verbal Communications

Follow these guidelines when mentioning 3M trademarks in a voice-over.

Do not precede a trademark with “3M”

Substitute the word “brand” for the ™ and ® symbols

Because the ™ and ® symbols cannot be verbalized, the approach for protecting trademarks in voiceovers is a little different than the standard first-use, later-use guidelines even for sub-brands. Instead, think of the verbalized name as a “lock up” similar to visual lock ups. Follow the 3M and trademark with the word “brand” and generic descriptor.

It is also good practice to include a trademark attribution statement on screen at the end of the video.

Correct first-use example:

3M Bair Hugger brand Blankets also can follow patients into recovery for additional thermal comfort when inflated.

Correct later-use example:

Bair Hugger brand blankets also can follow patients into recovery for additional thermal comfort when inflated.

Incorrect first-use, later-use example:

Bair Hugger brand Blankets from 3M also can follow patients into recovery for additional thermal comfort when inflated.

Insert the word “brand” between two trademarks


Generally, treat the same as for Press Releases, except apply first-use, later-use rule. If two trademarks are used together, insert the word “brand” (or another language equivalent, lowercase “b”) in first-use. The word “brand” can be dropped in later-use. In some languages, the word for “brand” precedes the trademark. See example in press Release section. Please consult with the Corporate Brand Team if you have a product with two trademarks exclusive of “3M.”

Social Media

Trademark protection remains an important aspect of all communications. The use of trademarks in social content and copy should follow the above guidelines whenever possible. This includes posts, “About” sections, images and captions. Give special attention to the “First-Use, Later-Use” guidelines outlined above, since posts may be shared out of context of a larger thread.

Additional guidance specific to social media is provided below. For the purposes of this section, the word “symbols” means ®, ™, SM and other superscript or special characters.

Learn more about Social Media Governance, Training & Enablement at go.3M.com/SocialTraining.

Do	
<p>Do contact Corporate Marketing to create and/or change social media accounts.</p>	<p>Request changes to existing and/or submit requests for new accounts at go.3M.com/SocialRequest.</p> <p>Once you work with us to set up an account, the account will be created on your behalf leveraging established naming conventions and registered in 3M’s social media account inventory and tools.</p>
<p>Do tag the brand in social media posts.</p> <p>Social media networks may restrict the ability to include symbols or have limited characters. For copy on social platforms, it is preferred to tag the handle of the brand or product being mentioned. Follow the handle with the word “Brand” or the name of the product, e.g., “Notes” or “Stethoscopes” if the brand handle does not include such terms. If you cannot tag the brand, we do not recommend use of symbols. If use of trademark symbols is required, leverage text overlays on images.</p> <p>When you @ mention an approved brand account, there is an added benefit of drawing awareness to the account’s existence that you will not obtain if you use a hashtag or write the brand out in text.</p>	<p>Correct social copy examples:</p> <p>Correct example:</p> <p>Keep your holiday guests comfortable with @3MFilms. How? Learn more here: [link] #HolidaysAreComing</p> <p>Correct example:</p> 

Correct example:



Correct example:



Incorrect social copy examples:

Incorrect example:

Keep your holiday guests comfortable with 3M™ Window Film. How? Learn more here: [link] #HolidaysAreComing

Incorrect example:

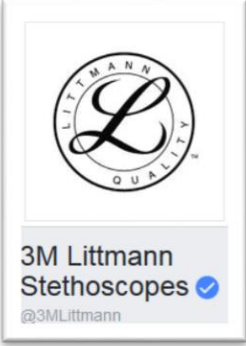
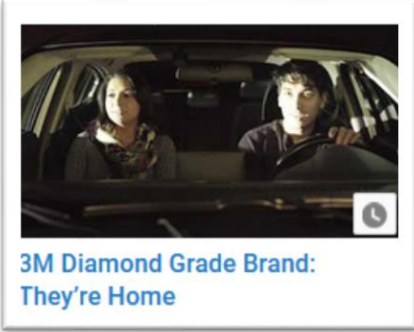
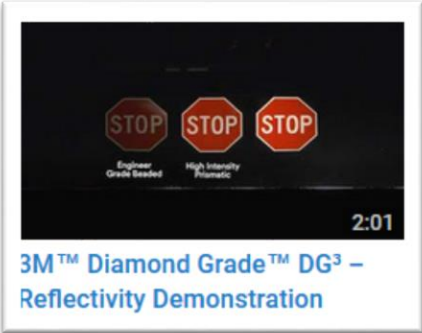


Incorrect example:



Incorrect example:



<p>Don't</p> <p>Do not create your own social media accounts or make changes to them (e.g., adjusting their names, URLs) without going through Marketing-Sales Operations' approval process.</p> <p>There are naming conventions and social channel-specific considerations that must be followed when creating and changing accounts, which requires review by Marketing-Sales Operations. For example, some social media networks require a minimum number of characters for a user name or page name.</p> <p>View 3M's Social Media Policy and Social Media Governance Standard for more information.</p> <p>Request changes to existing and/or new accounts at go.3M.com/SocialRequest.</p>	<p>Correct account naming example:</p> <p>3M Littmann Stethoscopes https://www.facebook.com/3MLittmann</p>  <p>Incorrect account naming example:</p> <p>3M™ Littmann® Stethoscopes https://www.facebook.com/3MtmLittmann</p>
<p>Do not include superscript, special characters or symbols in page names, user names, video titles or tags due to platform limitations and negative impact on search results.</p> <p>Video titles should not include symbols or special characters because they may negatively impact search results.</p> <p>Video descriptions, captions and other metadata used with video or imagery may include symbols and special characters.</p>	<p>Correct video title example:</p>  <p>Incorrect video title example:</p>  <p>Correct video tagging example:</p> <p>3M, Littmann, Stethoscope</p>

3M × Littmann × Stethoscopes ×

Incorrect video tagging example:

3M™, Littmann(R), Stethoscope

3M(TM) × Littmann (R) ×

Correct video description example:

Easily shift between listening to high or low frequencies.

Tunable diaphragm technology is a 3M™ invention that helps make auscultating a patient easier and more effective. It lets you hear different types of sounds by simply adjusting the amount of pressure you apply to the chestpiece of your 3M™ Littmann® Stethoscope.

Incorrect video description example:

Easily shift between listening to high or low frequencies.

Tunable diaphragm technology is a 3M invention that helps make auscultating a patient easier and more effective. It lets you hear different types of sounds by simply adjusting the amount of pressure you apply to the chestpiece of your 3M Littmann Stethoscope.

Do not use superscript, symbols, or special characters in hashtags.

Hashtags should not include these characters, as they support plain text.

To learn more about when and how to use hashtags, view the [Social Media Playbook](#). Branded hashtags require approval.

Correct hashtag example:

#LifeWith3M

nicolemsp Campus looks especially beautiful on this warm sunny day #LifeWith3M 🤙🌞📍 3M Innovation Center

Incorrect hashtag example:

#LifeWith3M(TM)

arcampeau Campus looks especially beautiful on this warm sunny day #LifeWith3M(tm) 🤙🌞

Use caution with hashtags that contain third party brands or imply sponsorship or endorsement.

On social media networks, avoid jumping into trending conversations or hashtags that may include trademarks such as “Super Bowl” or “Olympics” unless there is a specific agreement with the rights holder to use these terms. Individuals have far more latitude than businesses to use such hashtags. Consult with Marketing-Sales Operations or your assigned legal counsel before using hashtags containing third party trademarks.

Hashtags containing trademarks example:



3m When you're sitting on the wrong side
& the rival team just scored. #SB50
#Lifewith3M

Note: #SB50 is the hashtag that represented Super Bowl 50.