



125<sup>th</sup> Anniversary

## INTERNATIONAL TRADEMARK ASSOCIATION'S TRADEMARK CHECKLIST

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Due to space limitations, it was not possible to identify all of the products or services for which many of these registered trademarks are used. In some instances only the item or service for which the mark is most well known or a product category description has been provided.

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### A

**A.1.** steak sauce

**AAA** auto club services

**AAirpass** frequent traveler program

**AArt Advantage** frequent flyer program

**ABC** providing television, cable, radio and satellite programming services

**Abdomenizer** stationary apparatus for use in exercise

**Above The Crowd** franchising, real estate brokerage

**Above The Rim** athletic footwear and apparel

**AC** spark plugs, filters

**Acco** fasteners

**Accupril** coronary preparations (quinapril)

**Accutane** dermatological preparation (isotretinoin)

**Accu Treat** seed treatment machine

**Ace** elastic bandages  
**Acoustic Wave** loudspeakers, music systems  
**Acrilan** acrylic fibers  
**Acrobat** computer programs  
**Acrylite** acrylic sheet  
**Actibath** bath tablet  
**Actifed** antihistaminic preparation  
**Actigall** gallstone dissolution agent  
**ActionBac** carpet backing  
**ActionPacker** containers  
**A and D** emollient ointment  
**Adidas** athletic clothing and footwear  
**Adiprene** organic vulcanizable polymers  
**Admiral** appliances  
**Adobe** computer software  
**Adrenalin** hemostatic preparation (epinephrine)  
**Advil** analgesic (ibuprofen)  
**Aer Lingus** air transportation services  
**Aeroshell** lubricating oil  
**AFL-CIO** affiliated labor organizations and their members  
**Afrin** nasal decongestant  
**AFTA** after shave lotion  
**After Eight** confectionery  
**After Thoughts** accessories stores  
**Agfa** film, cassette tapes  
**Agree** insecticide  
**Agree** shampoo  
**AGS** computer software and consulting services  
**AIG** insurance, financial, healthcare and related services  
**Airbus** aircraft  
**AirFlex** industrial and marine clutches  
**Air Jordan** footwear and athletic clothing  
**Airmax** footwear  
**Airopak** fluorinated plastic containers  
**Air-Pillo** insoles  
**Airwalk** athletic footwear  
**AIU** insurance services  
**Ajax** cleaning product  
**Alberto** shampoo  
**Alcan** aluminum food containers  
**Alcoa** aluminum  
**Aleve** analgesic (naproxen)  
**Alfa Romeo** automobiles  
**Alfred Dunhill** men's luxury products  
**Alico** life insurance services  
**Alka-Seltzer** antacid analgesic tablets  
**All-Bran** cereal  
**All-Clad** cookware  
**Allen** wrenches  
**Allerest** allergy relief medicine  
**Allergan** eye and skin care products  
**AlliedSignal** repairing and servicing of aerospace industries  
**Allink** telecommunications equipment  
**All Star** athletic footwear  
**Almaden** wine  
**Alpine** computer hardware and software

**AltaVista** search engine  
**Altoids** peppermint lozenges  
**Amazon.com** on-line ordering service  
**Ambrosia** confectionery and other food items  
**Ambush** insecticide  
**America Online** on-line computer services  
**American AAdvantage Funds** money market funds  
**American Cafe** restaurant services  
**American Classic** vinyl and aluminum siding  
**American Express** charge card services (also **AmEx**)  
**American International** insurance and related services  
**American League** baseball entertainment services  
**American Park Network** magazine publishing services  
**American Way** in-flight magazine  
**Ameritech** telecommunication services  
**Amoco** chemical and petroleum products  
**AMP** electrical connectors and terminals  
**Amtrak** rail transportation services  
**Amway** home care products  
**Anacin** analgesics  
**Anafranil** psychotropic preparation  
**Anandron** pharmaceuticals  
**Anchor** beer and other malt beverages  
**Anchor** seed treatment fungicide  
**ANCO** windshield wiper products  
**André** sparkling wines  
**Anglamol** chemical additive concentrates for lubricants  
**Anheuser-Busch** beer  
**Animaniacs** animated television program  
**Anne Klein, Anne Klein II** clothing and accessories  
**Ansaid** analgesic (flurbiprofen)  
**ANSO** fibers  
**Answer** pregnancy test kits  
**Ant Farm** ant vivarium  
**Antibacterial Plus** liquid soap  
**Anusol** rectal relief ointment  
**Anvil** apparel  
**A & P** supermarkets  
**APG** nonionic glycoside surfactant  
**Apple** computers, products, equipment  
**Apple** educational books  
**Apple Jacks** cereal  
**Aprica** baby strollers, infant clothing  
**Aquacoat** aqueous polymer dispersions  
**Aquadag** water-based graphite coating  
**Aquaflex** contact lenses  
**Aquafresh** toothpaste  
**Aqua-Lung** underwater breathing apparatus  
**Aqua Net** hair spray  
**Aquateric** enteric coating for pharmaceutical tablets  
**Aqua Velva** after-shave lotion  
**Araldite** synthetic resin plastics  
**Arby's** restaurants  
**Archie** comic magazines  
**Archive** magnetic cartridge tape drives  
**ARCO** gasoline service station

**ARGO** corn starch  
**Aris** gloves and scarves  
**Arm & Hammer** baking soda, laundry detergent  
**Armor All** multi-purpose protectant  
**Arrid** antiperspirant/deodorant  
**Arrow** liqueurs  
**AS/400** computer hardware and software  
**ASAP** information services  
**Asian Garden** seafood  
**Aspercreme** ointment  
**Assured Stock Program** inventory control services  
**Asterite** dispersions for sanitary ware  
**Aston Martin** automobiles  
**AstroTurf** synthetic turf  
**AT** computer  
**Atari** video games and computers  
**Athalon** sporting and traveling bags  
**Athletic X-Press** athletic footwear and apparel stores  
**Atlas** watches, clocks  
**AT&T** telecommunication services  
**Audi** automobiles  
**Audio-Animatronics** electronic animated figures  
**Aunt Jemima** breakfast foods  
**Aureomycin** antibiotic  
**Aurora Pink** daylight fluorescent colors, paints, lacquers  
**Auto Check** auto service centers  
**Auto Color** auto paints and bodyshop services  
**Autoharp** zither type of musical instrument  
**Autolite** spark plugs  
**Autophoretic** deposited chemical coatings on metal  
**Auto Syringe** medication infusion pump  
**Aveeno** skin care products  
**Avia** athletic footwear and apparel  
**Avicel** cellulose, crystalline material  
**Avon** cosmetics

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## **B**

**Babcock & Wilcox** steam generators  
**Baby Alive** dolls  
**BabyGap** clothing and clothing stores  
**Baby Magic** personal care products for baby  
**Baby Ruth** candy  
**Bacardi** rum  
**Baccarat** crystal  
**Bac\*Os** bacon flavored protein bits  
**Baggies** plastic bag  
**Baileys** liqueur (also **Baileys Original Irish Cream**)  
**Bake-Off** cooking and baking contests  
**Baker's Choice** paper and aluminum baking cups  
**Bali** brassieres and foundation  
**Ballantine's** Scotch whisky  
**Ballatore** sparkling wines

**Ball Park** franks  
**Balm Barr** skin care lotion  
**Ban** antiperspirant, deodorant  
**Banana Republic** clothing, retail stores  
**Bandag** tire retreading service  
**Band-Aid** adhesive bandages  
**Bang & Olufsen** radios, tape recorders, loudspeakers  
**Bank of Texas N.A.** banking services  
**Ban Lon** clothing  
**Banners** books  
**Barbie** dolls and accessories  
**Barcalounger** recliners  
**Barclays** banking and financial services  
**Barnes & Noble** booksellers  
**Bartles & Jaymes** wine coolers and flavored malt coolers  
**Barton & Guestier** wine  
**BASF** cassette tapes  
**Baskin-Robbins** ice cream  
**Bass** footwear  
**Batman** cartoon character  
**Bausch & Lomb** eyeglasses, contact lenses  
**Baxter** pharmaceuticals, surgical supplies  
**Bayer** aspirin (Note: Aspirin is a trademark in some countries, e.g., Canada.)  
**Beacon** herbicide  
**Beanie Babies** plush toys  
**Beano** digestive aid  
**Beaulieu** wines  
**Beautiful** fragrance  
**Beck's** beer  
**Beech-Nut** baby food, candy, chewing gum  
**Beefaroni** macaroni with beef in tomato sauce  
**Beefeater** gin  
**Beetle** automobiles  
**Bell** telecommunications services  
**Bell Atlantic** telephone and business directories, telecommunication services  
**BellSouth** telecommunication products and services  
**Benadryl** allergy, sinus, cold, headache medications  
**Bench Top** hand tools  
**Bendix** automotive parts, hydraulic apparatus  
**Bendix/King** aircraft guidance controls  
**Benetton** clothing, footwear, retail stores  
**Ben-Gay** analgesic ointment  
**Ben & Jerry's** ice cream  
**Benson & Hedges** cigarettes  
**Bentley** motor cars  
**Benylin** cough syrup  
**Beretta** guns, knives, tools, clothing  
**Bergdorf Goodman** retail department store  
**Better Homes and Families** publications  
**Better Homes and Gardens** publications, videos, crafts, real estate services  
**Betty Crocker** cake mixes, frostings  
**BFGoodrich** service on automobiles, brakes, tires  
**Bianchi** bicycles and parts  
**Bic** pens, cigarette lighters, razors  
**Big Boy** restaurants  
**Big Gulp** soft drinks (also **Super Big Gulp**)

**Big Mac** hamburger sandwich  
**Big Red** chewing gum  
**Big Wheel** toy vehicles  
**Billy The Kid** apparel  
**Birkenstock** shoes, sandals  
**Bisquick** baking mixes  
**Bissell** detergent, vacuum cleaners  
**Bit-O-Honey** candy  
**Bituthene** waterproofing membrane for roadway repair  
**Black & Decker** power tools, household appliances  
**Blackglama** furs  
**Black Gold** golf clubs  
**Blockbuster Video** video rental service (also **Blockbuster**, **Blockbuster Videos**)  
**Bloomingdale's** retail department store services  
**Blossom Hill** wines  
**Blow Pop** candy suckers with bubble gum centers  
**Blue Creek** apparel  
**Blue Cross** health care  
**Blue Ribbon** beer  
**Blue's Clues** preschool animated series  
**BMW** automobiles, motorcycles  
**Bobcat** machinery and equipment, rental and repair services  
**BOE** chemical etchants  
**Boeing** aircraft, computer programs, aircraft models, toys  
**Boggle** word game  
**Boks** footwear, apparel  
**Bolla** wines  
**Bolta** wall coverings, plastic sheeting  
**Bon Bons** ice cream  
**Bonderite** corrosion inhibiting chemicals  
**Boo Berry** cereal  
**Boogie** surfboards  
**Book-Of-The-Month Club** books and book club services  
**Books In Print** bibliographic reference work series  
**Books on Tape** pre-recorded audio cassette tapes  
**Boone's Farm** wines  
**Borden** food products  
**Borland** computer software  
**Bostik** adhesives, sealing compounds  
**Boston Whaler** boats  
**Botany** apparel, yarns  
**BOTOX** injections for pharmaceutical and cosmetic purposes  
**Bottle Master** paperboard shipping cartons  
**BP** gasoline  
**Bran Buds** cereal  
**Brand Central** appliance and electronic goods services  
**Bran'nola** bread, cereal  
**Braun** electric shaver, skin lotions, coffee makers  
**Breakfast Of Champions** breakfast cereal  
**Breathalyzer** alcoholic content measuring apparatus  
**Breyers** ice cream, yogurt  
**Bridgestone** tires  
**Bright & Early** frozen concentrate  
**Brillo** soaps, scouring pads  
**Brite** floor polish  
**Bromo-Seltzer** effervescent salt for headaches

**Brooks** athletic footwear and clothing  
**Brown Cow** chocolate syrup for malted milks  
**Brownie** cameras  
**Brut** after shave lotion  
**Brylcreem** hair dressing and tonic  
**Bubble Yum** chewing gum  
**Bubblicious** chewing gum  
**Buck** hunting knives (also **Buck Knives**)  
**Bud** beer  
**Bud Light** beer  
**Budweiser** beer  
**Bugles** corn snacks  
**Bugs Bunny** cartoon character  
**Buick** motor vehicles  
**Bulb Booster** fertilizer  
**Bullet** drill bits  
**Bundt**baking pans  
**Burberry** clothing  
**Burger King** restaurants  
**Burroughs** computer hardware, software  
**Busch** beer  
**Busch Gardens** amusement parks  
**Bushnell** binoculars, telescopes  
**Bushwacker** electric hedge trimmer  
**Buss** electrical fuses  
**Buster Brown** footwear  
**Busy** multiple activity toys  
**Butler** fabricated metal buildings, construction materials  
**Butterfly** medical infusion sets  
**BV** wines  
**BVD** underwear, activewear  
**BYTE** computer publications  
**BYTE** computer publications

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## C

**Cabbage Patch Kids** dolls  
**Cacharel** clothing and accessories  
**Cadillac** automobiles  
**Caladryl** skin lotion for the relief of itching  
**Calgon** bubble bath and bath oil  
**California Cooler** wine and fruit juice cocktails  
**Cambridge** stationery products  
**Camel** cigarettes  
**Campbell's** soups  
**CampBook** camping information publications  
**Campfire** marshmallows  
**Campho-Phenique** antiseptic  
**Canadian Mist** Canadian whisky  
**Candy Land** board game  
**Can This Marriage Be Saved?** magazine column  
**Canyon River Blues** apparel  
**Capezio** shoes

**Cap'n Crunch** cereal  
**Capoten** antihypertensive (captopril)  
**Capri** cigarettes  
**Capron** nylon resins  
**Captain Morgan** rum  
**Capture** carpet cleaning equipment  
**Caravan** passenger carrying vehicles  
**Cardinal** apple brandy  
**Cardizem** cardiovascular medical preparation (diltiazem)  
**Carefree** chewing gum  
**Car-Freshner** cleaning and polishing pads  
**Carnation** evaporated milk  
**Carnival** book club services  
**Carnival** cruises (also **Carnival Cruise Lines**)  
**Carousel** slide projectors  
**Carpet Science** carpet cleaning preparation  
**Carrera** automobiles  
**Carrier** air conditioners, furnaces  
**Carte Blanche** credit card services  
**Carter's Little Pills** laxative  
**Cartier** jewelry  
**Cartwheel Books** children's books  
**Casa Bonita** restaurants  
**Cashmere Bouquet** soap, perfume, powders  
**Casual Corner** women's clothing stores  
**Cat** tractors, machinery  
**Cataflam** analgesics (diclofenac)  
**Catapult** athletic footwear  
**Cat Chow** pet food  
**Caterpillar** tractors, machinery  
**CAV** nozzles, filters, pumps  
**CBS** television broadcasting services  
**Cefizox** antibiotic preparation  
**Celanese** yarns, fabrics  
**Celcor** ceramic filters  
**Celeste** pizza  
**Centrax** tranquilizer  
**Centrum** vitamins  
**Century 21** department store  
**Century 21** real estate brokerage services  
**Cepacol** mouthwash  
**Cepastat** lozenges  
**Certs** breath freshening mints  
**Cessna** airplanes  
**Champion** clothing  
**Champion** printing and publication paper  
**Champion** spark plugs  
**Chanel** clothing, accessories, perfume, cosmetics  
**Channeling** elevators and software  
**Chapman** anti-theft devices for vehicles  
**Chap Stick** lip balm  
**Charge** automobile additives  
**Charger** electric lanterns and batteries  
**Charles of the Ritz** fragrances  
**Checker** automobile and truck services  
**Chedarella** cheese

**Cheerios** breakfast cereal  
**Chee-tos** cheese flavored snacks  
**Cheez Doodles** cheese flavored corn puffs  
**Cheez-It** crackers  
**Cheez Whiz** processed cheese spread  
**Chef Boyardee** prepared entrees  
**Cherry Garcia** ice cream flavor  
**Chevrolet** motor vehicles  
**Chevron** petroleum products  
**Chia Pet** planters  
**Chicken McNuggets** breaded chicken nuggets  
**Chiclets** chewing gum  
**Chippendales** entertainment services  
**Chipwich** ice cream sandwiches  
**Chiquita** fresh fruit, fruit juices  
**Chivas Regal** Scotch whisky  
**Chloé** fragrances  
**Chloraseptic** sore throat medication  
**Chloromycetin** antibiotic  
**Chlor-Trimeton** allergy medication  
**Chock full o' Nuts** coffee  
**Choc-ola** chocolate flavored drink  
**Chocolate Cow** chocolate flavored drink  
**Chris-Craft** boats, marine runabouts  
**Christian Dior** perfumes and cosmetics  
**Chuck E. Cheese** entertainment and restaurant services  
**Chuck Taylor** footwear  
**Chunky** candy bars  
**Chunky Monkey** ice cream flavor  
**Cibachrome** photographic chemicals  
**CICS/Express** database software  
**Cinch Sak** plastic trash bags  
**Cinemax** premium or pay television services  
**Cineplex** multi-auditorium movie theaters  
**Cinn\*A\*Burst** chewing gum  
**Cinnamon Toast Crunch** cereal  
**Cinzano** wines  
**Citibank** banking services  
**Citicorp** financial services  
**Citroën** automobiles and parts  
**CK One** eau de toilette  
**Clamato** cocktail  
**Clarins** toiletries, cosmetics, fragrances  
**Classic** automobiles  
**Classic Black** writing instruments and accessories  
**Classic Car Wash** car wash services  
**Classico** pasta and sauces  
**Claymation** animated motion picture services  
**Clearasil** acne medication products  
**Clear Eyes** eye drops  
**ClearTint** colorants  
**Clicquot-Club** ginger ale  
**Clif Bar** sports energy food bar  
**Cliff's Notes** study guides  
**Cling Free** anti-static fabric softener  
**Clinique** skin care products

**Clorets** breath mints, gum  
**Clorox** bleach, cleansers  
**Close-Up** toothpaste, shave cream  
**Clydesdale** beer  
**CNK** paperboard  
**CNN** cable television broadcasting services  
**Coach** bags, leather goods  
**Cobra** hand tools  
**Coca-Cola** soft drinks, syrup  
**Cocktails for Two** prepared cocktails  
**Coco** fragrance products  
**Cocoa Classics** cocoa mix  
**Cocoa Krispies** cereal  
**Cocoa Puffs** cereal  
**Cointreau** liqueurs, cordials, cakes, chocolates  
**Coke** soft drinks, syrups  
**Cold Generator** refrigeration machines  
**Coleman** stoves, camping equipment, spas  
**Colorforms** interchangeable sticker toy  
**ColorPro** plotters  
**Combat** insecticides  
**Command** pesticide  
**Common Sense** cereal, waffles  
**Compaq** computers, peripherals  
**Compass** seafood  
**Complete** cereal  
**Congoleum** floor, wall and counter top surfaces  
**Connie** footwear  
**CONS** footwear  
**Contac** cold and allergy remedy  
**Con-Tact** self-adhesive coverings  
**Contel** telecommunication services  
**Converse** athletic footwear and apparel  
**Converted** rice  
**Convertible** vacuum cleaners  
**Coolerator** air conditioners, refrigerators, dehumidifiers  
**CoolMax** performance fabrics  
**Cool Ranch** flavoring for corn chips  
**Cool Whip** dessert topping  
**Cooper** electrical wire and cable  
**Coors** beer  
**Coppertone** sun care products  
**Corbase** trademark searches  
**Corbin Russwin** architectural hardware, locks, bolts  
**Cordon Rouge** champagne  
**Corelle** glass tableware  
**Corex** glass  
**Coricidin** cold preparations  
**Corning Ware** baking cookware  
**Corn Pops** cereal  
**Correctol** laxative  
**Corsearch** trademark research service  
**Cor-Ten** steel  
**Cortisporin** antibacterial preparation  
**Cortone** cortisone acetate tablets  
**Corvette** sports cars

**COSMOS** package tracking system  
**Count Chocula** cereal  
**Country Home** magazine and books  
**Country Morning** butter and margarine blend  
**Courvoisier** cognac  
**Covitol** vitamin E concentrate  
**Cracker Jack** candied popcorn  
**Cracklin' Oat Bran** cereal  
**Crack'N Peel** flexible web stock for making labels and signs  
**Craftmatic** adjustable bed  
**Craftsman** hand tools, lawn and garden equipment  
**Craftways** magazines  
**Craisins** sweetened dried cranberries  
**Crash Dummies** toy action figures  
**Crayola** crayons  
**Cream of Wheat** hot cereal  
**Creamsicle** frozen confections  
**Creamy Deluxe** frosting  
**CreataCard** customizing greeting cards  
**Cremora** non-dairy coffee creamer  
**Crescent** adjustable wrenches  
**Crescent Breakfast** sandwiches  
**Creslan** acrylic fiber  
**Crest** toothpaste  
**Crisco** shortening, cooking oil  
**Crispers !** frozen french fried potatoes  
**Crispix** cereal  
**Crispy Critters** cereal  
**Cristal Champagne** wine and spirits  
**Crock-Pot** electric cooking appliance  
**Cross** writing instruments and accessories  
**Cross Townsend** writing instruments and accessories  
**Croutettes** toasted bread cubes  
**Crowne Plaza** hotels, resorts  
**Crown Royal** Canadian whisky  
**Cruvinet** wine dispenser  
**CRYO-QUICK** liquid nitrogen freezers  
**Cryovac** packaging materials and plastic films  
**Crystal Clean** deodorant  
**Crystal Color** plastic film  
**Crystal White** detergent  
**C-SPAN** entertainment services  
**Cuisinart** food processors  
**Cup-a-Soup** instant soup mixes  
**Curad** adhesive bandages, first aid products  
**Cure 81** hams  
**Curity** skin care and urological products  
**Custom Gard** insurance underwriting  
**Custom Royale** apparel  
**Cutler-Hammer** electrical components  
**Cut-Rite** waxed paper  
**CVS** retail drugs, beauty aids and sundry goods  
**Cybox** rehabilitation and sports equipment  
**Cycle** dog food  
**Cyclone** fences

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## D

**Dacron** polyester fiber  
**Daffy Duck** cartoon character  
**Dag** lubricants containing graphite  
**Dairy Ease** digestive aid  
**Dairypak** milk and beverage cartons  
**Dakota** gun and ammunition  
**Dalmane** hypnotic preparation  
**Dannon** yogurt  
**Dansk** flatware, stemware  
**Danskin** bodywear, hosiery  
**Datapro** publications  
**Day-Glo** inks, paints, pencils  
**Day & Night** air conditioners, furnaces  
**DayQuil** multi-symptom cold medicine  
**Day-Timer** time planner, stationery, software  
**Dayton** tires  
**DB2** database management software  
**DC-10** airplanes  
**d-Con** insecticides, rodenticide  
**Deal-A-Meal** weight loss program kits  
**Decora** glass blocks for architectural use  
**Defend** insecticide and ectoparasiticides  
**Delaware Heart Institute** provision of medical services to heart patients  
**Delco** radios, cd players for motor vehicles  
**Del Monte** food products  
**Delo** lubricating oils and greases  
**DeLonghi** appliances  
**Delta Air Lines** air transportation services  
**Demerol** analgesic and antispasmodic  
**Demulen** pharmaceutical preparations  
**Denny's** restaurant services  
**Dentagard** toothbrushes  
**Dentyne** chewing gum  
**Depend** incontinence garments  
**Depo-Provera** contraceptive  
**Desenex** antifungal preparations  
**Desitin** medicated ointment  
**DeskJet** printers  
**DeskManager** computer programs  
**DeskScan** computer programs  
**DeskWriter** printers  
**Devil Dogs** cakes  
**Devonsheer** melba toast and other bread products  
**DeWALT** power tools, battery chargers  
**Dewar's** Scotch whisky  
**Dexedrine** appetite suppressant  
**DHL** courier services  
**Dial** soap  
**Dialog** information retrieval system  
**Diamond** aluminum foil  
**Diamond Crystals** salt

**Diaparene** skin cleansing preparations  
**Diaper Genie** containers for disposing "sanitary" products  
**Dictaphone** voice processing products  
**DieHard** batteries  
**Diet-Rite** soft drinks  
**Di-Gel** antacid tablets  
**Digital** computers  
**Dilantin** anticonvulsant preparation (phenytoin)  
**Dilaudid** analgesic  
**Dimetapp** decongestant and analgesic  
**Diners Club** credit card services  
**Dinty Moore** stews  
**Dior** perfumes, cosmetics, clothing and accessories  
**Dippity-Do** styling gel  
**Direct/Reflecting** loudspeaker systems  
**Discman** portable compact disc players  
**Discovery Channel** cable television broadcasting network  
**Disneyland** amusement park  
**Disposall** food waste disposer  
**Dixie** paper cups  
**Dodge** automobiles  
**Dog Chow** pet food  
**Dolby** signal processing systems  
**Dolby Surround** audio visual stereo equipment  
**Dolce & Gabbana** clothing, eyeglasses, cosmetics  
**Dole** vehicular temperature controls  
**Dole** canned fruit  
**Domino's Pizza** restaurants  
**Dom Pérignon** champagne  
**Donna Karan** clothing, retail store services  
**Donzi** boats  
**Dopp Kit** travel kits  
**Doral** cigarettes  
**Doritos** tortilla chips, cracker crisps  
**Doublemint** chewing gum  
**Double Your Pleasure** chewing gum  
**DoveBar** ice cream confections  
**Dr. Brown's** soft drinks  
**Dr. Denton's** clothing, toys, coloring books  
**Dr. Martens** shoes  
**Dr Pepper** soft drinks  
**Dr. Scholl's** footcare products  
**Dracon** telephone equipment  
**Draftmaster** computer peripherals  
**DraftPro** computer peripherals  
**Dragnet** pesticide  
**Drake's** bakery products  
**Dralon** synthetic fiber  
**Dramamine** motion sickness preparation  
**Drambuie** liqueur  
**Drano** drain opener  
**Dream Vacation** packaged vacation trips  
**Dril-Kwick** self-tapping screws  
**Dristan** decongestant  
**Drixoral** allergy medication  
**Drumstick** ice cream

**Drygas** gasoline additive  
**Dual** herbicide  
**Duck** bathroom cleaners  
**Duke Nukem** toys and games  
**Dulux** paints, enamels, varnishes  
**Dumpster** trash containers, hoisting units  
**Dune** perfumes  
**Dungeons & Dragons** game, novels, clothing  
**Dunkin' Donuts** doughnuts, restaurants  
**Duodozen** paperboard cartons  
**Duplo** plastic pre-school toys, building blocks  
**Du Pont** chemicals, fibers  
**Duracell** batteries  
**Dura Cushion** agricultural disk harrow  
**Dura-Flex** machine bearings  
**Dura-Max** grader blades  
**DuraSoft** contact lenses  
**DUROCK** cement board  
**Dustbuster** portable vacuums  
**Dutch Masters** cigars  
**DVITS** video communications equipment  
**Dymo** embossing tools and tapes  
**Dyna-Band** exercise equipment  
**Dyna\*Kids** footwear  
**Dynamic** golf club shafts

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## E

**Eagle** snack foods  
**Eagle** tires  
**Eames** furniture  
**Earth** footwear  
**Earth Grains** bakery products  
**Easy-Bake** toy oven  
**Easy Living** paint  
**Easy-Off** oven cleaner  
**Easy Spirit** footwear  
**Eaton** vehicle components  
**Edensoy** soy beverage  
**Edge** shaving gel  
**EDI\*NET** telecommunication services  
**Edison** lighting fixtures  
**EDS** computer services  
**E! Entertainment Television** television programming services ( also **E!** )  
**Efferdent** effervescent denture cleanser  
**Efidac/24** cold, allergy tablets  
**Eggo** waffles  
**E & J** brandy  
**Ektachrome** photographic film  
**Electrolux** vacuum cleaners and parts  
**Elevators** men's shoes  
**Ellesse** footwear and apparel  
**Elmer's** adhesives, glue

**Elu** power tools  
**Emanuel Ungaro** clothing, eyewear, jewelry  
**Embassy Suites** hotel services  
**Emerson** radios, stereos, televisions  
**Emhart** fasteners  
**EMLA** anesthetics (lidocaine and prilocaine)  
**Empirin** analgesic and antipyretic agent  
**Energizer** batteries  
**Energol** lubricating oil  
**Energy Wave** athletic footwear  
**Enrich** nutritional beverages  
**Ensure** nutritional beverage, vitamins  
**Entenmann's** bakery goods  
**Epcot** amusement and entertainment park services  
**Epibond** adhesives  
**Epon** synthetic resin  
**Eponex** synthetic resin  
**Epson** printer ribbons, scanners  
**Equal** sweetener  
**Equity** personal computers  
**Erector** toy construction sets  
**Ernest & Julio Gallo** wines  
**Erythrocin** antibiotic  
**Escal-Aire** escalators  
**ESPN** cable television broadcasting services  
**Esprit** clothing and accessories  
**Esselte** office supplies  
**Essex** wallcovering  
**Estate** home appliances  
**Estée Lauder** cosmetics, fragrances  
**Estraderm** hormone deficiency preparation  
**Etch A Sketch** toy drawing screens  
**ETS** computer programs in research and test development  
**Eudora** computer software for E-mail  
**Evan-Picone** shoes, clothing and accessories  
**Evenflo** infant bottles  
**Eveready** batteries  
**Everlast** sporting goods  
**Eversoft** lotion  
**Everstart** automotive batteries  
**Evian** bottled water  
**Evinrude** outboard motors  
**Evista** pharmaceutical preparation for bone disease (alendronate)  
**Excedrin** pain reliever  
**Excite** on-line computer services  
**Exercycle** stationary bicycles  
**Exerflex** footwear  
**Exersole** footwear  
**Ex-Lax** laxative  
**Expert Eyes** cosmetics  
**Express Mail** overnight and international delivery services  
**Extra** chewing gum  
**Extra Value Meal** restaurant services  
**Exxon** petroleum products

## F

**Fa** soaps, skin-care products  
**Fabergé** toiletries  
**Fahrenheit** perfumes, toiletries  
**Family Planning International Assistance** family planning services  
**Fanggs** earthworking machine teeth  
**Fanta** beverage  
**Fantastik** spray cleaner  
**FAO Schwarz** toy store  
**Farm Plan** credit services  
**Favor** furniture polish  
**Federal Express** overnight and international delivery services (also **FedEx**)  
**Feen-a-mint** laxative  
**Ferrari** automobiles  
**Fetzer** California wines  
**Fiberglas** yarns, fibers, insulation  
**Fiber Plus** dietary fiber supplement  
**Field of Dreams** retail gift store, clothes  
**Fig Newtons** biscuits  
**Figurines** diet bars  
**Fila** footwear, clothing  
**Filene's** retail department store  
**Filet-O-Fish** sandwiches  
**Filofax** planners  
**Fimo** modeling clay  
**Fin-Fan** heat exchangers  
**Firehawk** tires  
**Firestone** tires  
**First Foods** baby foods  
**First Response** pregnancy test kits  
**First Things First** adolescent pregnancy prevention services  
**Fisher-Price** toys, juvenile products, clothing, footwear  
**Fisons** pharmaceuticals  
**Five Alive** beverage  
**Flagyl** anti-infective drug (metronidazole)  
**Flair** writing instruments  
**Fleischmann's** margarine, yeast  
**Flexeril** (cyclobenzaprine HCl) tablets  
**Flexible Flyer** sleds  
**Flexzone** antioxidant and antiozonant  
**Fluon** synthetic resins  
**Fluorigard** anti-cavity dental rinse  
**Foamaster** defoamer  
**Foamglas** insulation  
**Foamy** shave creams  
**Folgers** coffee  
**Footaction** athletic footwear  
**Foot Locker** athletic footwear and apparel stores  
**Formica** laminated plastic  
**Formula 409** glass and all purpose cleaner  
**Fortune 500** annual listing of companies

**Fosamax** medical preparation for bone disease (alendronate)  
**Foster's** lager, beer  
**Fotomat** retail drive-in photographic supply store services  
**FOX** cable and television broadcasting services  
**FoxPro** database software  
**Franco-American** gravy, pasta  
**Frangelico** liqueurs, candy  
**Franken Berry** cereal  
**Frappuccino** coffee, shakes, ice cream  
**Freedent** chewing gum  
**Freelance Graphics** computer software  
**French's** mustard  
**Freon** refrigerant  
**Fresca** soft drink  
**Fresh Step** cat litter  
**Fresh-Trak** re-closable zippers for packaging  
**Frialator** frying equipment  
**Frigidaire** appliances  
**Frisbee** flying discs  
**Frito-Lay** snacks (also **Frito-Lay's**, **Frito Lay**)  
**FrontPage** computer software  
**Froot Loops** cereal  
**Frosted Mini-Wheats** cereal  
**Frozfruit** frozen confections  
**Fruit & Fibre** cereal  
**Fruitful Bran** cereal  
**Fruit Of The Loom** underwear, activewear, daywear  
**Fruitopia** fruit drinks  
**Fruit Roll-Ups** fruit rolls  
**Frusen Glädjé** ice cream  
**Fry Baby** electric deep fryers  
**FryDaddy** electric deep fryers  
**FTD** florist delivery services  
**Fudgsicle** fudge pops, confections  
**Fuller** truck transmissions and parts  
**Fun Pak** cereals  
**Funyun** onion flavored snacks  
**Futura** vacuum cleaners  
**Future** acrylic floor polish

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## G

**Gaines** dog food  
**Gallo** wines  
**Game Boy** computer video game  
**Game of Life** board game  
**Gant** apparel, eyewear  
**Gap** clothing  
**Gap Kids** clothing and clothing stores  
**Gatorade** thirst quencher  
**Gauloises** cigarettes  
**GelBond** plastic film to support a gel  
**GelStar** cellulose crystallite material

**Gemini** adsorptive separation systems  
**General Electric** communication, financial and banking services (also **GE**)  
**Gentle Touch** soap  
**Geo** automobile  
**Georges Marciano** clothing, eyewear, watches  
**Georgia-Pacific** paper products  
**Gerber** baby food  
**Geritol** vitamin supplement  
**Get A Piece of the Rock** insurance and financial services  
**Getaway** air transportation services  
**G.I. Joe** action figures  
**Gilbert** various types of paper  
**Gillette** toiletries, razors  
**Gilsonite** uintaite hydrocarbon resin  
**Ginsu** knives  
**Giorgio Armani** clothing line  
**Girling** brakes for vehicles  
**GLAD** plastic wrap and bags  
**Glade** air fresheners  
**Glare** laminates  
**Glass Mates** cleaning wipes  
**Glock** gun  
**GM** motor vehicles  
**GMAC** motor vehicle financing  
**GMC** motor vehicles, trucks  
**GNS** telecommunication services  
**Godiva** confectionery goods, liqueurs  
**Godzilla** films, toys, games  
**Going to the Game!** apparel stores  
**Golden Grahams** cereal  
**Goldfish** crackers  
**Gold Medal** flour  
**Gold Medallion** real estate brokerage services  
**Gold Top** mantles for lanterns  
**Golf** automobiles  
**Goobers** chocolate covered peanuts  
**Good Housekeeping Seal of Approval** certification **Good Humor** ice cream  
**Good & Plenty** candy  
**Goodyear** tires, blimp  
**Gordon's** gin and vodka  
**Gore-Tex** water repellent fabric, outerwear  
**Gorham** china, silverware, stemware, crystal  
**Got Milk?** Milk Association slogan  
**Graduate Record Examinations** tests, educational software (also **GRE**)  
**Graduates** toddler foods  
**Grand Marnier** cordials  
**GrandMa's** cookies  
**Grand Ole Opry** country music program  
**Grape-Nuts** cereal  
**GravyMaster** seasonings  
**Great Expectations** pensions  
**Great Lash** mascara  
**Great Outdoors** book club services  
**Great Start** font and font cartridges  
**Green Giant** vegetables  
**Greyhound** bus services

**Gripco** fasteners  
**GTE** telecommunication and information services  
**GTI** automobiles  
**Gucci** leather goods, watches  
**Guess?** clothing, watches, bags  
**Guinness** stout, beer and lager  
**Gulf** petroleum products  
**Gyne-Lotrimin** vaginal antifungal

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## H

**H2OH!** citrus flavor sparkling water  
**Häagen-Dazs** ice cream  
**Habitrol** anti-smoking preparation  
**Hacky Sack** foot game with bag  
**Halcion** tranquilizer (triazolam)  
**Haldol** tranquilizer (haloperidol)  
**Hallmark**greeting cards  
**Halls** cough drops  
**Halo** lighting fixtures  
**Halon** thermoplastic resins  
**Hamburger Helper** packaged dinner mixes  
**Hampton Inn** hotel services  
**Handi-Pak** cereals  
**Handi Wipes** towelettes  
**Handi-Wrap** plastic film  
**Handsaver** household rubber gloves  
**Handycam** camcorders  
**Hanes** underwear, hosiery, activewear  
**Happy Meal** dinners  
**Happy Strips** bandages  
**Hardee's** restaurants  
**Hard Rock Cafe** restaurants, promotional paraphernalia  
**Hardwick** appliances  
**Harlequin** books  
**Harley-Davidson** motorcycles (also **Harley**)  
**Harp** lager  
**Harrah's** hotel and casino  
**Harris** electronic equipment  
**Hartford** insurance services  
**Hartmann** leather goods, namely luggage, business cases  
**Har-Tru** tennis court surface material  
**Hart Schaffner & Marx** clothing  
**Harveys Bristol Cream** wines, baked goods  
**Hasselblad** cameras  
**Havahart** pet supplies, namely metal animal houses  
**Have it your way** hamburger slogan  
**Havoline** motor oils, oil and air filters  
**Hawaiian Punch** fruit juice drinks  
**Head & Shoulders** dandruff shampoo  
**Health** magazine  
**Healthy Request** soups, sauces  
**Healthy Treasures** frozen seafood

**Hearty Burgundy** wines  
**Heath** candy bars  
**Hefty** plastic bags and plates  
**Heimlich Maneuver** anti-choking first-aid technique  
**Heineken** beer  
**Heinz** ketchup, canned goods, baby food  
**Hellmann's** mayonnaise, salad dressing  
**Hemofil** antihemophilic factor (human)  
**Hennessy** cognac brandy  
**Hermès** retail stores  
**Hershey's** candy bars, chocolate, syrup toppings  
**Hershey's Kisses** chocolates  
**Heublein** cocktails  
**Hewlett-Packard** computer programs  
**Hey, You Never Know** lottery service slogan  
**Hi-C** beverages  
**Hickey-Freeman** clothing and accessories  
**Hidden Valley Ranch** salad dressings  
**Hide-A-Bed** sofa beds  
**Hi-Liter** highlighting markers  
**Hitachi** electrical apparatus  
**Hobart** cooking devices  
**Hobie Cat** sailboats  
**Ho Hos** snack cake  
**Holiday Inn** hotels  
**Hollofil** synthetic fiber  
**Holly Hobbie** dolls  
**Home Cookin'** soup  
**Homeowners' Do-It-Yourself** book club services  
**Home Shopping Network** cable shopping services  
**Hometown Pride Awards** educational and promotional services  
**Honey Baked Ham** gourmet ham  
**Hooters** restaurant and cocktail lounge services  
**Hoover** vacuums, carpet cleaning electrical appliances  
**Horizon** spas  
**Hormel** food products  
**Hostess** bakery goods  
**HotBot** on-line computer services  
**Hotmail** electronic mail services  
**Hotpoint** household appliances  
**Hot Wheels** toy cars and accessories  
**Hot Wings** chicken  
**Howard Johnson** hotels and restaurants  
**HTH** pool products  
**Hubba Bubba** chewing gum  
**Hudson** fans and heat exchangers  
**Huggies** disposable diapers, baby wipes  
**Hula-Hoop** plastic hoops  
**Humvee** trucks  
**Hungry-Man** frozen meals  
**Hunt's** tomato barbecue sauces  
**Hush Puppies** shoes and clothing  
**Hyatt** hotel services  
**Hydraloe** skin care creams  
**Hydrocortone** hormonal allergy treatment

**Hy-Gard** lubricating and hydraulic oil  
**Hyjet** fire resistant aircraft hydraulic fluid

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## I

**IBC** soft drinks  
**IBEAR** educational services  
**IBM** computer hardware and software  
**ICI** chemicals, paints, explosives  
**Igloo** insulated water coolers  
**IKEA** furniture  
**IMAX** motion picture theaters  
**Immunopure** chemicals  
**Imodium** anti-diarrheal, AD  
**Improv** computer software  
**INCO** nickel and alloys  
**Inco-Weld** welding products  
**Inderal** cardiac depressant (propranolol)  
**Indicator** toothbrushes  
**Inflate-All** portable air compressors  
**Inglenook** wines  
**IN/MAX** franchising, insurance brokerage  
**Inocor** cardiotonic agent  
**Instagreen** fertilizer  
**Instamatic** cameras  
**Intal** antiasthmatic (cromolyn sodium)  
**Intel Inside** microprocessors  
**Intellipath** telecommunications services  
**International** trucks, engines  
**International Nickel** non-ferrous metals and alloys  
**INTERPLAK** electric toothbrush  
**Irish Mist** liqueur  
**Irish Spring** toilet soap  
**Isomil** infant formula  
**Isotoner** gloves  
**Isotron** refrigerant  
**It beats—as it sweeps—as it cleans** vacuum cleaner slogan  
**It's The Experience** real estate brokerage  
**ITT** hotel and restaurant services  
**Ivory** soap, shampoo, dishwashing liquid  
**Ivory** coating for confections  
**Izod** apparel

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## J

**Jack Daniel's** Tennessee whiskey  
**Jack in the Box** soft drinks, sandwiches, restaurant services  
**Jack Purcell** footwear  
**Jacuzzi** therapeutic whirlpool baths  
**Jägermeister** liqueurs

**Jaguar** automobiles  
**Jameson** Irish whiskey  
**Jams** shorts, swim trunks  
**JanSport** sporting goods  
**Jarlsberg** cheese  
**Java** computer program  
**Jaws of Life** rescue tools  
**Jazzercise** dance exercise services  
**JCPenney** retail department store and catalog services  
**J.Crew** clothing, stores  
**Jean Paul Gaultier** clothing  
**Jeep** all-terrain vehicles  
**Jekel** California wines  
**Jell-O** gelatin, pudding  
**Jelly Belly** jelly beans  
**Jenn-Air** kitchen appliances  
**Jergens** soaps, lotions, face cream, body wash  
**Jerky Treats** dog food  
**JetPaper** computer printer paper  
**Jet Ski** personal watercraft  
**Jetta** automobiles  
**Jheri Redding** hair products  
**Jiffy** plastic garment bags  
**Jiffy Pop** popcorn  
**Jim Beam** whiskey  
**Jimmy Dean** processed meats  
**Jockey** underwear  
**Jogbra** brassieres  
**John Deere** tractors  
**Johnnie Walker** Scotch whisky  
**Johnson** outboard motors  
**Johnson's** baby shampoo, oil, powder, lotion  
**Johnson's** floor care products  
**Jolt** soft drinks  
**Jordache** jeans, clothing  
**Jox** footwear  
**Juicy Fruit** chewing gum  
**Juicyfruits** candy  
**Jumbo Jack** hamburgers  
**JumboTron** large screen tvs  
**Junior** mints  
**Junior Scholastic** magazine  
**Juno** Internet on-line services  
**Just Do It.** Nike slogan  
**Just Right** breakfast food

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## K

**K2r** spot-lifter  
**Kahlúa** coffee liqueur  
**Kahn's** meats  
**Kaliber** non-alcoholic lager  
**Kal Kan** pet foods

**Kaopectate** medicinal preparation for intestinal dysfunction  
**Karate** insecticide  
**Karl Lagerfeld** clothing, eyewear, jewelry, fragrances  
**Karmann** auto bodies  
**Karo** syrup  
**Kay-Bee Toy Stores** toy, hobby and craft store services  
**K.C. Masterpiece** barbecue sauce  
**Keds** athletic footwear  
**Keepsake** calendars  
**Kellogg's** breakfast foods  
**Kelox** fasteners  
**Kelvinator** electrical appliances  
**Kempore** blowing agent  
**Kendall** industrial fuels, lubricating oils  
**Ken-L Ration** pet food  
**Kenmore** home appliances  
**Kentucky Fried Chicken** restaurants (also **KFC**)  
**Kevlar** aramid fibers  
**Kewpie** doll  
**KGRO** gardening products  
**Kibbles 'n Bits** dog food  
**Kids Foot Locker** children's athletic footwear and apparel stores  
**Kids Mart** children's apparel stores  
**Kids & More** children's products and department store  
**Kids "R" Us** children's clothing stores  
**Kid Stuff** baby wipes  
**KidVantage** retail department store  
**King of Beers** beer  
**Kingsford** charcoal briquets, lighter fluid  
**Kinko's** photographic reproductive services  
**Kinney** family shoe stores  
**Kirk Stieff** silverware, flatware, hollowware, jewelry  
**Kirsch** drapery hardware and custom window coverings  
**KitchenAid** home appliances  
**Kitchen Bouquet** browning and flavoring sauce  
**Kit Kat** candy bars  
**Kitten Chow** pet food  
**Kitty Litter** cat box filler  
**Kiwi** shoe polish  
**Kix** cereal  
**K-Kote** fertilizer  
**Klear** floor wax  
**Kleenex** tissues, napkins  
**Kliegl** lights  
**Kmart** retail store services  
**Knoll** office furniture  
**Knorr** soups, bouillon, sauces, dressings  
**Knowing** fragrance  
**Know When To Say When** promoting public awareness for responsible consumption of alcohol  
**Kodak** cameras, film  
**Konica** cameras, film, business machines  
**Kool** cigarettes  
**Kool-Aid** soft drink mixes  
**Ko-Rec-Type** correction fluid  
**Kotex** sanitary napkins, tampons  
**Kouros** fragrances, cosmetics, toiletries

**Kraft** cheeses, macaroni and cheese  
**Krazy Glue** adhesives  
**K-Resin** synthetic resins  
**Krispy Kreme** restaurant services, doughnuts  
**Kromekote** drum finished paper  
**Krug** champagne  
**Krunchers!** potato chips  
**K-Swiss** shoes  
**KWiK'N EZ** glass block installation system  
**Kwikset** door hardware  
**K-Y** lubricating jelly

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## L

**Labatt's** beer  
**La Choy** oriental style foods  
**La Corona** cigars  
**Lacoste** clothing, shirts, luggage  
**Lactaid** dietary aid  
**Ladies' Home Journal** magazine  
**Lady Foot Locker** women's athletic footwear and apparel stores  
**Lady's Choice** antiperspirant/deodorant  
**Lady Speed Dry** antiperspirant/deodorant  
**Lady Speed Stick** antiperspirant/deodorant  
**L.A. Gear** athletic footwear and apparel  
**Lalique** crystal  
**Lamborghini** automobiles  
**Lancers** wines  
**Lancôme** cosmetics  
**Land Cruiser** all-terrain vehicles  
**Land O Lakes** dairy products  
**Land Rover** automobile  
**Lands' End** clothing, catalogues  
**Lanier** office products  
**Lanoxin** medical preparation for heart disease  
**LAN Times** publications  
**Lark** gun  
**Lark** luggage  
**LaserJet** printers  
**LaserWriter** computer printers  
**Lassale** watches  
**Laundromat** self-service laundries  
**Lava** lamps  
**Lay's** potato chips  
**La-Z-Boy** recliners  
**LC-65** contact lens cleaner  
**Lean Cuisine** frozen prepared entrees  
**Leaps & Bounds** entertainment and educational services  
**Learjet** airplanes  
**Lectric Shave** pre-shave lotion  
**Lectro-Salt** electrolytes  
**Lee** artificial finger nails  
**L'eggs** hosiery

**LEGO** plastic construction toys  
**Leisure** campstoves, heaters and lanterns  
**Le Menu** frozen meals  
**Lender Express** mortgage services  
**Lenox** china, crystal, lighting, linen, ornaments  
**LensCrafters** optical stores  
**Lenskeeper** contact lens case  
**Lens Plus** contact lens care solutions  
**Le Sportsac** handbags  
**Lestoil** liquid cleansing composition  
**Let's Find Out** magazine  
**Leukeran** pharmaceutical preparation (chlorambucil)  
**Levasole** anthelmintic  
**Levi's** jeans, sportswear  
**Levolor** horizontal and vertical blinds  
**Lexan** synthetic resin  
**Lexis** computer assisted research services  
**LHJ** magazine  
**Libby's** fruit, fruit juices, vegetables  
**Liberty Ale** malt beverages  
**Librium** psychotherapeutic agent  
**Lifecycle** stationary bicycles  
**Life Savers** candy (also **LifeSavers**)  
**Life Stride** footwear  
**Life Styler** exercise equipment  
**Light & Lean** luncheon meats  
**Light 'N Juicy** beverage  
**Light n' Lively** dairy products  
**LINC** computers, software  
**Lincoln Logs** construction toys  
**Linens 'n Things** retail houseware store services  
**Lipton** teas, soups  
**Liquid Paper** correction fluid  
**Liquid-Plumr** drain opener  
**Liquifilm** wetting solution  
**Liquore Galliano** liqueur  
**Listerine** antiseptic mouthwash  
**Listserv** electronic mailing list  
**Little Caesar** pizza  
**Little Charlies** pizza  
**Little Debbie** cakes, cookies and pies  
**Little League Baseball** baseball sports services  
**Little Sizzlers** pork sausage  
**Little Tikes** children's toys and furniture  
**Living** women's underwear, household rubber gloves  
**Livingston Cellars** wines  
**LIX** liquid ion exchange reagents  
**L.L. Bean** clothing, catalogues  
**Loafer** shoes  
**Loctite** sealant  
**Loestrin** contraceptive tablet  
**Lomar** dispersing agents  
**Lomotil** anti-diarrhea medication  
**Looney Tunes** cartoons  
**Lopressor** anti-hypertensive  
**L'Oréal** hair color, cosmetics

**Lorus** watches, clocks  
**Lo-Salt** seasoning  
**Lotus** automobiles  
**Lotus** computer programs  
**Lotus Notes** workgroup computing software  
**Louis Vuitton** luggage, purses  
**Love My Carpet** rug and room deodorizer  
**Lowe** boats  
**Löwenbräu** beer  
**Lubrizol** lubricating oils  
**Lucite** synthetic resin, paints  
**Lucky Charms** cereal  
**Lucky Strike** cigarettes  
**Luminal** hypnotic, sedative  
**Lumirror** polyester film  
**Lunchables** packaged combination meats and cheeses  
**Lurex** yarn  
**Luvs** disposable diapers  
**Lycos** on-line computer services  
**Lycra** spandex fibers  
**Lysol** disinfectant sprays and cleaners

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## M

**Maalox** antacid  
**Mac** computer  
**Mace** tear gas, pepper and dye spray weapons  
**Macintosh** computers and computer equipment  
**Mack** trucks  
**Macor** glass ceramic materials  
**Macromelt** hot melt adhesives  
**Macy's** department stores  
**Magic 8 Ball** toy fortune telling apparatus  
**Magic Chef** appliances  
**Magic Kingdom** amusement and entertainment park services  
**Magic Marker** felt-tipped pens  
**Maglite** flashlights  
**Magna** cigarettes  
**Magna Doodle** drawing toy  
**Magnum** revolvers  
**Maidenform** foundation garments  
**Mailgram** message delivery services  
**Mainframe** retail store services  
**Major League Baseball** sports entertainment services  
**Maker's Mark** bourbon whiskey  
**Mallomars** biscuits  
**Mapper** computer software system  
**MapQuest** on-line access to geographic information  
**March** software  
**Marie's** salad dressings  
**Marimekko** clothing  
**Mark** seafood  
**Mark X** cooling system

**Marlboro** cigarettes  
**Marlboro Lights** cigarettes  
**Marlex** polymers  
**Marmite** vegetable extract  
**Marriott Hotel** hotel services (also Marriott Hotels)  
**Marriott Marquis** hotel  
**Mars** candy bars  
**Marshalls** clothing and domestic goods  
**Marshmallow Fluff** spread  
**Marshmallow Treats** printed recipes  
**Marvel** comics  
**Marvella** jewelry  
**Mary Jane** candy  
**Mary Kitchen** hash  
**Maserati** automobiles  
**Masonite** hardboard products  
**Massengill** feminine hygiene products  
**Master** locks  
**MasterCard** credit card services  
**Master Craft** boats  
**Masters of the Universe** toy figures  
**Mastic** building products  
**Matchbox** miniature die-cast toy vehicles  
**Match Light** charcoal briquets  
**Matrimid** polyimide resins  
**Mattel** toys  
**Max Factor** cosmetics  
**Maximum** apparel  
**Maybelline** cosmetics  
**MaynStream** computer tape drives and computer software  
**Mayo Clinic** health and medical services  
**Maytag** appliances  
**Mazola** cooking oil, margarine  
**MC2** computer programs  
**MCA** marketing and publicity services, entertainment service, restaurant and hotel service  
**McChicken** sandwich  
**McCoy** pottery  
**McDonald's** restaurants  
**McGregor** apparel  
**Mead** paper related products  
**Meals-On-Wheels** food services  
**Meat Lover's** pizza  
**Meaty Bone** dog food  
**Medalist** broadcast equipment  
**Medic Alert** bracelets, medical information services  
**Mega Bloks** construction toys  
**Meisterstuck** writing instruments  
**Melinar** plastics  
**Mello Yello** beverage  
**Meloripe** fresh fruit  
**Mennen** personal care products  
**Mensa** administering intelligence tests, research  
**Mentholatum** ointment  
**Mercedes-Benz** automobiles  
**Mercurochrome** antiseptic  
**Metamucil** laxative

**Metasys** facilities management system  
**Metglas** amorphous alloy  
**Metric Resources** financial services  
**MET-Rx** nutritional supplements  
**Metton** liquid molding resin  
**MIC** insurance  
**Michelin** pneumatic tires  
**Michelob** beer  
**Microballoons** synthetic resins  
**Micro Channel** computer databases and operating programs  
**Micro/Pettor** disposable pipettes and holders  
**Micro Scan** system for bacteria identification  
**Micro-Sipe** tire tread rubber  
**Microsoft** computer software and hardware  
**Midas** automotive repair services  
**Midas** financial applications software  
**Midol** headache remedies  
**Midwest Living** magazine  
**Milka** chocolate, candy  
**Milk-Bone** dog biscuits  
**Milk Duds** candy  
**Milky Way** candy bars  
**Miller** beer  
**Milliken** textiles, carpets and chemicals  
**Millionaire** after shave lotion and cologne  
**Minute** instant rice and tapioca  
**Minute Maid** beverage  
**Minwax** wood care products  
**Miracle-Gro** plant food  
**Mirror** insulation  
**Mister Softee** trucks and ice cream  
**Mixmaster** food mixers  
**M&M's** candy  
**M'm! M'm! Good!** soup  
**Mod-Podge** adhesive, protective and decorative glue  
**Moët & Chandon** champagne  
**Moistrite** paper  
**Moisture Block** silicone grease  
**Moisture Whip** cosmetics  
**Molly** fasteners  
**Molson** beer, ale  
**Monet** jewelry, eyewear  
**Monokote** fireproofing material  
**Monopoly** real estate trading board game  
**Montblanc** writing instruments  
**Monte Cristo** cigars  
**Monterey Jack's** restaurant services  
**Moon Pie** marshmallow sandwiches  
**Mopar** automobile services and parts  
**Mop & Glo** floor cleaner  
**More** cigarettes  
**Most Like Mother** baby bottles and pacifiers  
**Motel 6** motel services  
**Motorola** apparatus for telecommunication systems  
**Motrin** analgesic (ibuprofen)  
**Mountain Dew** soft drink

**Moussy** non-alcoholic beer  
**Mr. Bubble** bubble bath  
**Mr. Clean** all-purpose cleaner  
**Mr. Coffee** coffee maker  
**Mr. Goodwrench** automotive parts and services (also **Goodwrench**)  
**Mr. Muscle** oven cleaners  
**Mr. Peanut** snack foods  
**Mr. Pibb** beverage  
**Mr. Potato Head** toy kit  
**Mrs. Fields** cookies  
**Mrs. Paul's** frozen foods  
**Mrs. Richardson's** toppings  
**Mrs. Smith's** pies, pastries  
**MS-DOS** operating system  
**MTV** broadcasting services  
**Mueslix** cereal  
**MultiMate** software  
**Munchos** potato crisps  
**Murine** eye and ear care products  
**Must See TV** entertainment services  
**Muzak** background music systems  
**Myers's** rum  
**Mylanta** antacid, antiflatulent  
**Mylar** polyester film  
**My Little Pony** toy sets  
**My-T-Fine** puddings, pie fillings

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## N

**Nabisco** cookies, crackers, snacks  
**Nair** depilatory  
**NALCO** industrial chemicals  
**Naprosyn** anti-inflammatory  
**National Basketball Association** sports entertainment services (also **NBA**)  
**National Football League** sports entertainment services (also **NFL**)  
**National Hockey League** sports entertainment services (also **NHL**)  
**Nationwide** office paper products  
**Naturalizer** footwear  
**Nature Valley** granola bars, cereal  
**Naugahyde** artificial leather  
**Nautilus** exercise equipment  
**Naval Jelly** rust remover  
**Navistar** trucks, engines  
**NBC** television and radio broadcasting network  
**Necco** wafers  
**Need-A-Service?** medical referral and consumer information services  
**Neiman Marcus** retail department store  
**Nembutal** sedative  
**Neolite** soles, heels and toplifts  
**Neon** automobiles  
**Neosporin** antibiotics  
**Neo-Synephrine** vasoconstrictor, antispasmodic  
**Nerf** foam toys

**Nescafé** instant coffee  
**Nestea** instant tea  
**Nestlé** chocolate  
**NET/MASTER** computer program  
**Netscape** software for networking  
**Netscape Navigator** Internet browser  
**NetWare** computers and computer programs  
**NetWindow** computer program  
**Network DataMover** computer program  
**Neutrogena** shampoos  
**Never, Never, Never Pay Full Price** slogan  
**Never Underestimate The Power Of A Woman** magazine, luggage  
**Newton** personal computer  
**Nexis** computer software, terminals  
**NeXT** computers, software  
**Niagara** laundry starch  
**Niblets** canned corn  
**Nicad** batteries  
**Nicoderm** nicotine patch  
**Nicorette** nicotine gum  
**Nicotrol** smoking cessation preparation  
**Night Hawk** computers and equipment  
**Nike** athletic footwear, clothing  
**Nikon** cameras  
**Nimonic** nickel-base alloys  
**Nintendo** video games  
**Nissan** automobiles  
**No. 5** perfume products  
**No-Doz** drowsiness relief tablets (also **NoDoz**)  
**Nomex** fire resistant fabric  
**No More Tears** baby cleansing materials  
**Noodle Roni** pasta mixes  
**NordicTrack** cross-country ski exerciser  
**Nordstrom** retail store  
**Norge** appliances  
**Norplant** contraceptive implants  
**Northern Reflections** women's casual sportswear stores  
**Northernaire** air conditioners  
**NoSalt** salt substitute  
**Novahistine** decongestant preparation  
**Novell** computers and computer programs  
**Novocain** local anesthetic  
**NovolinPen** syringe  
**Now** cigarettes  
**Noxzema** skin care products  
**NSA** water filters  
**Nubain** analgesic  
**Nuk** baby products  
**Numorphan** analgesic  
**Nuprin** analgesic (ibuprofen)  
**Nu Skin** cosmetics  
**Nutella** Hazelnut/chocolate spread  
**Nut & Honey Crunch** cereal  
**NutraSweet** sugar substitute  
**Nutri-Grain** cereal, waffles

**NYNEX** telecommunication services, equipment and software  
**NyQuil** cold medicine

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## O

**o.b.** tampons  
**O'Brien** clothing, water ski equipment, life vests, and inflator pumps  
**Occasion Gallerie from Blue Mountain Arts** greeting cards  
**Ocean Pacific** apparel and accessories (also **OP**)  
**Ocean Spray** juice based drinks  
**Ocean Star** seafood  
**Octamine** antioxidant  
**OcuClear** eye drops  
**O'Doul's** non-alcoholic beer  
**Off!** insect repellent  
**OFIS** computers, printers  
**Ogilvie** hair care preparations  
**Oh Henry!** candy bars  
**OILSCAN** oil analysis service  
**Old Forester** whiskey  
**Old Grand-Dad** bourbon  
**Old Navy** retail stores  
**Oldsmobile** motor vehicles  
**Old Spice** after shave lotion  
**Olean** edible fat substitute (olestra)  
**Omite** insecticide  
**One A Day** vitamins  
**Open Pit** barbecue sauce  
**OpenView** computer programs  
**Opium** fragrances, toiletries, cosmetics  
**Opryland** amusement park  
**Optima** contact lens  
**Oral-B** toothbrushes, dental floss, toothpaste, mouthwash  
**Orbit** hydraulic motors  
**Oreo** cookies  
**Original Ranch** salad dressing  
**Original Recipe** chicken  
**Oronite** chemical compounds  
**Orville Redenbacher's** popping corn, vegetable oil  
**OS/2** computer program  
**Os-Cal** calcium supplement  
**Oscar** motion picture awards (also **Oscars**)  
**Oscar Mayer** meat products  
**OshKosh B'Gosh** children's clothing and accessories  
**Oster** appliances  
**Otis** elevators  
**Ouija** board game  
**Own A Piece of the Rock** insurance and financial services  
**Oxford** filing cabinets and supplies

## P

**P3** industrial cleaners and detergents  
**Pabst** beer  
**PACE** pool products  
**Pactel** telecommunications services  
**PageMarq** computers, fax machines and accessories  
**PaintJet** printer  
**PALASM** computer software  
**Pall Mall** cigarettes  
**Palm Beach** beachwear  
**P.A.M.** computer programs  
**Pampers** disposable diapers, baby lotion  
**Pan-Cake** cosmetics  
**Paper Mate** writing instruments  
**Pappagallo** shoes, eyewear, clothing and accessories  
**Paragon** footwear  
**Para-Sail** parachutes  
**Parke-Davis** pharmaceutical preparations, medical supplies  
**Parker** writing instruments and desk sets  
**Parker-Kalon** fasteners, namely nails, studs and screws  
**Parker's** fertilizer  
**Party Ball** beer  
**Passat** automobiles  
**Passport** whisky  
**Pasta Accents** frozen vegetables with pasta  
**Pathways** telecommunications services  
**Patterns** baby bottles and feeding cups  
**Paxil** treats diseases and disorders of CNS (paroxetine)  
**Paxon** polyethylene flakes, pellets, and powders  
**PayDay** candy bar  
**PC GlassBlock** glass block products  
**PCPOWER** computer programs  
**Peak 1** camping equipment  
**Pearl Drops** tooth polish  
**Pebble Beach** golf resort, clothing, sporting goods  
**Pedialyte** electrolyte replacement solutions  
**Pedigree** pet food  
**Peds** panty hose, stockings, foot covers  
**Pegasus** lubricating oils  
**Pendaflex** file folders, guides, tabs  
**Penn** racquet sports equipment  
**Pennzoil** petroleum products, air filters, antifreeze  
**Pentaspan** cardiovascular pharmaceutical  
**Pentium** computer, hardware, microprocessor  
**Pepcid** anti-ulcerant preparation  
**Pepe** jeans and casual wear  
**Pepe Lopez** tequila  
**Pepperidge Farm** cookies, crackers, bread, soups  
**Pepsi** soft drinks and accessories  
**Pepto-Bismol** upset stomach remedy  
**Percocet** analgesic preparation  
**Percodan** analgesic preparation  
**Permalens** contact lenses

**Perma-Prest** clothing and home furnishings  
**Perrier** sparkling water  
**Perrier-Jouet** champagne  
**Persil** laundry detergents  
**Personal Pan Pizza** pizza  
**Persuasive Presentations** fonts and font cartridges  
**Peterbilt** trucks  
**Peter Pan** peanut butter  
**Pete's Wicked Ale** beer  
**Petra** polyester resins  
**Peugeot** automobiles  
**PEZ** candy and dispensers  
**Pharmaseal** medical apparatus  
**Philip Morris** tobacco products  
**Phillips' Milk of Magnesia** laxative  
**Phillips Pozidriv** tools; screwdrivers, fasteners  
**PhoneSmart** telecommunications services  
**Photobrown Extra** lenses and spectacles  
**Photomer** radiation curable chemicals  
**Photoshop** computer software  
**Physicians Formula** skin care products  
**Pick-Me-Up** floral arrangements  
**Pick Up** stick game  
**Piece of the Rock** insurance and financial services  
**Pierce** chemicals  
**Piggly Wiggly** grocery store  
**Pilates** exercise equipment and instruction  
**Pillsbury** food products  
**Pimm's** alcoholic beverages  
**Pinch** Scotch whisky  
**Pine Action** cleaner and deodorizer  
**Pine Bros.** throat drops  
**Pine-Sol** disinfectant cleaner  
**Ping-Pong** table tennis equipment  
**Piranha** power tools, including saws and saw blades  
**Pitney Bowes** mailing and office equipment  
**Pitocin** labor stimulating preparation  
**Pixy Stix** fruit-flavored powder candy in straws  
**Pizza Hut** restaurants  
**Pizza Rolls** pizza snacks  
**Planned Parenthood** family planning services  
**Planters** nuts, snacks  
**Plasticine** craft kits  
**Plastic Wood** cellulose wood substitute  
**Plax** dental rinse  
**Playboy** magazine and publications, bunny  
**Playboy Playmate** centerfold model  
**Playcraft** children's furniture  
**Play-Doh** modeling compound  
**Playmobil** toy figures and play sets  
**Playskool** educational toys, children's clothing  
**PlayStation** computer video game  
**Playtex** women's and infants' products  
**Pledge** furniture polish and household cleaners  
**Plexar** telecommunications services  
**Plexco** plastic pipes

**Plexiglas** transparent resinous material  
**Plug-Ins** air fresheners  
**Point** educational paperback books  
**Poison** perfumes  
**Polarfleece** textile fabrics  
**Polaroid** cameras, film, sunglasses, light polarizers  
**Polartec** textile fabric  
**Polo** clothing, cologne  
**Polybond** polyolefins  
**Polycat** catalyst  
**Poly-Fil** synthetic fiber  
**Polygard** stabilizer  
**PolyGram** entertainment services  
**Poly-Lite** picnic coolers and jugs  
**Polylite** polyester resin  
**Polyon** fertilizer ingredients  
**'Polysporin'** mixture of antibiotics  
**Poly-V** transmission belting for automotive and machinery applications  
**Pond's** moisturizers  
**Pontiac** motor vehicles  
**Pony Express** courier services  
**"Pop"** fasteners; power-operated tools and rivets  
**Popov** vodka, gin  
**Poppin' Fresh, The Pillsbury Doughboy** character  
**Pop-Secret** popcorn  
**Popsicle** flavored ices  
**Pop-Tarts** toaster pastry  
**Porsche** automobiles  
**Portacrib** portable cribs  
**Porta-John** portable toilets  
**Porta Potti** portable toilets  
**Portosan** portable toilets  
**Post-it** note pads, self stick notes  
**PostScript** computer software  
**Posturepedic** mattresses and box springs  
**Potato Buds** dehydrated potatoes  
**PowerBar** energy bar  
**Powerbase** portable electric generators  
**PowerBook** electronic organizers  
**Powermate** portable electric generators  
**PowerPoint** presentation graphics program  
**Powershield** chemical additive for gasoline  
**Powerworks** spa pumps, heaters and controls  
**PP** plumbing supplies  
**Prada** clothing, leather goods  
**PRBar** sports energy food bar  
**PRC** computer software  
**Prego** sauce  
**Premarin** pharmaceutical preparation containing estrogen  
**Preparation H** hemorrhoidal ointment  
**Price Pfister** plumbing  
**Primaxin** pharmaceutical (imipenem)  
**Princess** telephones  
**Princeton Gallery** collectibles  
**Prinivil** pharmaceutical (lisinopril)  
**Priority Club** hotel services

**PriorityPlus** hotel services  
**Prism** gas separators  
**Pritikin** soups, salad dressings, rice cakes, cereals and dinner mixes  
**Pritt** adhesives  
**Prize Tested Recipes** magazine feature  
**Prizm** motor vehicle  
**Procan** coronary preparation  
**Procardia XL** cardiovascular medication (nifedipine)  
**Procare** auto repair services  
**ProCollection** fonts and font cartridges  
**Product 19** cereal  
**Pro Logic** amplifiers, receivers, surround sound decoders, television sets  
**Proprinter** printers  
**ProScan** television sets  
**Protein-29** hair shampoo  
**Proventil** bronchodilator preparation (albuterol)  
**ProWalker** footwear  
**Prozac** antidepressant (fluoxetine HCl)  
**Prudential** insurance and financial services  
**Publishers Clearing House** selling magazines on a subscription basis for others  
**Pudding Cup** snacks  
**Pull-Ups** disposable training pants  
**Pulsar** watches  
**PUMA** athletic shoes  
**Pure Air** industrial flue gas treatment  
**Pure Premium** orange juice  
**Purex** bleach, detergent  
**Purifire** furnace atmosphere systems  
**Puttin' On The Ritz** hotel supplies  
**Putt-Putt** recreational miniature golf courses  
**Pyrex** glassware  
**Pyrolite** diagnostic imaging agent for intravenous use

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## Q

**Qantas** airlines  
**Qiana** fabric  
**QIC Stream** computer software  
**Q-tips** cotton swabs and balls  
**Quaker** cereals, rice cakes, granola bars, oats  
**Quality Paperback Book Club** book club services  
**Quallofil** filling fiber, pillows, blankets  
**Quarter Pounder** hamburger sandwich  
**Quattro** automobiles  
**Quattro** computer software  
**QuietJet** printers  
**Quik** milk flavoring mixes  
**Quinsana** foot care products  
**Quonset** prefabricated buildings  
**Qwik-Gard** circuit breakers  
**Qwik Open** circuit breakers

## R

**RadioShack** retail store services  
**Raggedy Ann, Raggedy Andy** dolls  
**Ragú** pasta sauces  
**Raid** insecticide  
**Rainbo** bakery products  
**Raisinets** chocolate covered raisins  
**Ralgro** growth promotant  
**Ralogun** implant device  
**Ramblin'** beverage  
**Ram-Fix** backpack frames  
**Ram-X** plastic boat material  
**Randy River** men's casual apparel stores  
**Range Rover** all-terrain vehicles  
**Ray-Ban** sunglasses  
**Ray-O-Vac** batteries, flashlights  
**RC** cola  
**RCA** televisions, radios  
**Reacti-Gel** chemicals  
**Reader's Digest** magazines, books  
**RealAudio** computer software and services  
**RealLemon** lemon juice from concentrate  
**Real Estate Investment Journal** bi-monthly newsletter  
**Real Estate Superstars** real estate brokerage  
**RealLime** bottled lime juice  
**Realite** aggregate  
**Realtor** real estate broker, member of the National Association of Realtors  
**Record a Call** answering machines  
**Recycler** mulching lawnmowers  
**Reddi-wip** whipped topping  
**Redi-Pan** aluminum foilware  
**Red Lobster** restaurants  
**Redux** weight reduction preparation  
**Reebok** athletic footwear and clothing  
**Reese's Pieces** candy  
**RE/MAX** franchising, real estate brokerage  
**Remington** electric shavers  
**Remington** firearms  
**Rémy Martin** cognac  
**ReNu** contact lens solutions  
**Retin A** acne treatment (tretinoin)  
**Retrovir** antiviral preparation, AZT (zidovudine)  
**Revere Ware** cookware  
**Revlon** cosmetics  
**Reward** pet food  
**Reynolds** aluminum foil (also **Reynolds Wrap**)  
**RhoGAM** injectable gamma globulin  
**Rice-A-Roni** rice dishes  
**Rice Krispies** cereal  
**Rice Krispies Treats** cereal-based snack food bar  
**Rich 'n Chips** cookies  
**Ridoline** detergent  
**Ring Ding** snack cakes (also **Ring Dings**)

**Ringling Bros. And Barnum & Bailey** circus  
**RISC System/6000** computer  
**Rit** dyes combined with wetting agents  
**Ritalin** stimulant (methylphenidate)  
**Ritz** crackers  
**Ritz-Carlton** hotel services  
**Riunite** wines  
**RLM** fueling services  
**Roach Motel** insect traps  
**Road Runner** cartoon character  
**Robitussin** cold medicine  
**Roca** candy  
**Rockport** footwear and apparel  
**Rock Solid** insurance and financial services  
**Rocky Road** candy bars  
**Rolaids** antacid tablets  
**Rold Gold** pretzels  
**Rolex** watches  
**Rollerblade** in-line skates  
**Rolls-Royce** automobiles  
**Roll-Top** covers for hot tubs and spas  
**Rolodex** rotary card files  
**Rondos** ice cream confections  
**Roper** home appliances  
**Rosarita** refried beans, sauces, taco and tostada shells  
**Roscoe's House of Chicken N Waffles** restaurant services  
**Rose's** lime juice  
**Roughneck** receptacles, toolboxes, newspaper bundler, step stools, storage containers  
**Royalcast** castable plastic synthetic resin and hardener  
**Roy Rogers** restaurants  
**RPM** lubricating oils and greases  
**R-Rounds** electrolytic nickel  
**RTE** power and distribution transformers  
**Rubbermaid** household plastics products  
**Rubik's Cube** puzzle  
**Ruffles** potato chips  
**Rugrats** tv series  
**Rust-Oleum** rust preventive coatings  
**Ry-Krisp** Scandinavian style bread

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## S

**SA8** laundry detergent  
**SAAB** automobiles  
**Sabatier** cutlery  
**Sahara** bread products  
**Sakrete** concrete mix  
**Saks Fifth Avenue** retail department store  
**SaladShooter** electric slicer and shredder  
**Salem** cigarettes  
**Salt Sense** salt  
**Salty Dog** apparel  
**Sam Adams** beer and ale (also **Samuel Adams**)

**Samsonite** luggage  
**Sanborn** medical instrumentation  
**Sandeman** port and sherry wines  
**Sanforized** fabrics and linens  
**Sani-Flush** bowl cleaner  
**Sanka** decaffeinated coffee  
**SANPELLEGRINO** mineral and carbonated waters  
**Santitas** tortilla chips and bean dip  
**Sara Lee** bakery products  
**Saturn** automobiles and parts  
**Saturn Yellow** daylight fluorescent inks, paints  
**ScanJet** computer scanners  
**Scano** canoes  
**Schick** razors and razor blades  
**Schlitz** beer  
**Scholastic** magazines, books, computer programs  
**Scholastic Aptitude Test** printed tests and booklets (also **SAT**)  
**Schwan's** mobile retail food services  
**Schwinn** bicycles, helmets  
**Scoop Fresh** cat litter  
**Scooter Pie** cookies  
**Scoreboard** apparel  
**Scorpion** computer tape drives  
**Scorpion** power tools  
**Scotch** adhesive tape  
**Scotch-Brite** scrub sponge  
**Scotchgard** fabric protector  
**Scott** stereo systems, televisions  
**ScotTowels** paper towels  
**Scrabble** board game  
**Scratch Guard** household cleaner  
**Screen Stars** t-shirts  
**S.C.R.E.W. Active Wear** clothing  
**Scrub Buds** abrasive sponges  
**Scrunge** sponges  
**Sculpey** modeling clay  
**Seagram's** alcoholic and non-alcoholic beverages  
**Sealy** mattresses and box springs  
**Sea Nymph** boats  
**Sears** department stores, catalogs (also **Sears Roebuck**)  
**Sea & Ski** suntan lotion  
**Seaswirl** boats  
**Sea World** amusement parks  
**Seconal** medical preparation  
**Second Foods** baby foods  
**SecurityLink** security services  
**Seeing Eye** dog guides  
**Sega** video games  
**Seiko** watches, clocks  
**Seldane** antihistamines (terfenadine)  
**SelectCard** calling card  
**Selections** mail order catalog services  
**Selectip** writing instruments and accessories  
**Selectric** electric typewriters  
**Selsun Blue** dandruff shampoo  
**Sensitive Eyes** contact lens solutions

**Sensory Therapy** skin cleansers  
**Septra** antimicrobial agent  
**Serengeti** eyewear  
**ServiceMASTER** cleaning and maintenance services  
**Servin' Saver** food storage containers  
**S & H** trading stamps  
**Shades of You** cosmetics, nylons  
**Shake 'n Bake** seasoning mixes  
**Shame On You** television news feature  
**Shamu** entertainment services with killer whales  
**Sharpie** marking and writing pens  
**Sheer Energy** hosiery, gloves, slippers  
**Sheetrock** plaster wall board  
**Sheffield Cellars** wines  
**Shell** gasoline, lubricant grease and oil  
**Shepardize** legal citation database  
**Sheraton** hotel services  
**Sherlock** maintenance service for elevators  
**Sherwin-Williams** paints, hand tools  
**Shine-All** all-purpose cleaner  
**Ship 'n Shore** retail store  
**Shout** soil and stain remover  
**Si-18** shoes  
**Sicomet** adhesives for industrial and professional use  
**Siesta** air conditioners  
**Sigi Plus** career guidance system, software  
**Sikkens** paint and anti-rust preservatives  
**Silastic** rubber silicone dental products  
**Silhouette** book series  
**Silk Reflections** hosiery and pantyhose  
**Silly Putty** modeling clay  
**Similac** infant formula  
**Simoniz** car cleaning products and services  
**Simple Recipe** processed baby foods  
**Singulier** fragrances, cosmetics, toiletries  
**Sinutab** sinus headache medication  
**Six Flags** amusement parks  
**Skants** men's and boy's underwear  
**Skee-Ball** bowling game  
**Skeeter** boats  
**Skidgrip** footwear  
**Ski-Doo** snowmobiles  
**Skin Bracer** skin lotion  
**Skippy** peanut butter  
**Skittles** candy  
**Sky Kennel** animal transport cages  
**Skyr** clothing, goggles, sunglasses and footwear  
**Slice** soft drinks  
**Slick 50** engine treatments, lubricants  
**Slim-Fast** beverage powder mix meal replacement  
**SlimLine** escalators  
**Slinky** spring toys  
**Slurpee** semi-frozen soft drinks  
**Sly Fry** children's meals  
**Smacks** cereal  
**Smart** directories and advertising services

**Smarties** candy  
**SmartLease** vehicle leasing services  
**Smart Start** cereal  
**Smirnoff** vodka  
**Smith-Corona** typewriters, word processors  
**Smith & Wesson** firearms, knives  
**Smog Check** automobile additive  
**Smogpros** automobile emissions testing  
**Snack Pack** puddings, fruits  
**SnackWell's** cookies, crackers, snack cakes and cereal bars  
**Snap Crackle Pop** cereal breakfast foods  
**Snap-on** tools and equipment  
**Snapple** bottled fruit drink  
**Snickers** candy bars  
**Sno-Caps** candy  
**Sno-Cat** snowmobiles  
**Sno-Kone** flavored ices  
**Snow Crop** beverage  
**Snugli** infant carriers  
**Sofkins** premoistened cleaning wipes  
**SoftASilk** wheat flour  
**Soft Scrub** household cleaner  
**Softsoap** liquid soap  
**Sohio** petroleum-based products  
**SO HO** footwear  
**Sokalan** detergent additive  
**Solarcaine** skin care products  
**Solo-aire** heat exchangers  
**Solubor** fertilizer  
**Sominex** sleep aid  
**Sonos** medical diagnostic apparatus  
**Sony** stereos, radios, televisions  
**Sorbplus** solid adsorbent  
**SOS** scouring pads  
**Sotheby's** auction services  
**Sound-Gard** tractor cabs  
**Sound Retrieval System** electronic signal processor  
**Southern Comfort** liqueur  
**Spacenet** telecommunication services and equipment  
**Spacesaver** television receivers  
**Spackle** surfacing compound  
**SpaghettiOs** pasta  
**SPAM** luncheon meat  
**Special K** cereal, waffles  
**Spectra** cameras  
**Spectra** polyethylene fiber  
**Spectrum** spas and hot tubs  
**Speed Stick** deodorant, antiperspirant  
**Speedo** swimwear, sunglasses, athletic gear  
**SpellBound** fragrance  
**Sperry** computer programs  
**Sperry** footwear, clothing  
**Spic and Span** all-purpose cleaner  
**Spider-Man** comic strip character  
**Spinning** stationary bicycle workout  
**Spiral** paper tablets and photo albums

**Spirograph** design toy  
**Spit Fire** automobile additives  
**Sports Illustrated** weekly magazine, wall calendars  
**Sportshape** women's underwear  
**Sportster** camp stove  
**Spra-Coupe** self propelled sprayers  
**Spray 'n Vac** rug cleaner  
**Spray 'n Wash** pre-wash, stain remover  
**Sprite** beverage  
**Spyglass Hill** golf resort, clothing, computer software, sporting goods  
**Squeezit** fruit juice drinks  
**Squirt** soft drinks  
**S-Rounds** electrolytic metal  
**SR•D** optical and cinema sound processors for motion picture soundtracks  
**SRS** analog or digital sound-enhancing apparatus  
**St. Croix Cutlery** knife sets  
**St. Joseph's** cold/cough products  
**Sta-Green** fertilizer, herbicide  
**Sta-Prest** men's clothing  
**Sta-Puf** fabric softener  
**Stain Out** stain remover  
**Stain Stick** soil and stain remover  
**StairMaster** exercise equipment  
**Stanley** tools  
**Stanley Cup** world championship for professional ice hockey  
**Starbucks** coffee, tea, spices, chocolate and cocoa  
**Starburst** fruit chews  
**Starfire** printing inks  
**Star-Kist** canned tuna  
**Starter** jackets  
**Steadicam** hand held video camera stabilizer  
**Steak-Umm** rolls and sandwich meats  
**Steam Beer** ale  
**Stearns & Foster** mattresses and box springs  
**Steelcase** office furniture  
**Stella D'oro** bakery products  
**Sterling** cigarettes  
**Sterling Halite** salt for snow and ice removal  
**Sterling Vineyards** wine  
**Sterno** cooking fuel  
**Stetson** hats, clothing and footwear  
**Steuben** glass  
**Sticklets** chewing gum  
**Stirling** steam generating bailers  
**Stolichnaya** vodka  
**Stop & Shop** supermarkets  
**StorageTek** computer products  
**Stouffer's** prepared entrees  
**Stove Top** instant stuffing mixes  
**STP** oil additives  
**Straight-Wire** orthodontic brackets, bands  
**Stratocaster** electric guitars  
**Stratolounger** recliners  
**Stratos** boats  
**Stri-Dex** facial cleanser  
**Stroh's** beer

**Style Keeper** contact lens case  
**Styrofoam** plastic foam (Note: Cups and other serving items are not made of **Styrofoam** brand plastic foam.)  
**Subtract** foundation garments  
**Sub-Zero** freezers  
**Suchard** chocolate  
**Sucrets** medicated lozenges  
**Sudafed** cough medication  
**Sugar Twin** synthetic sugar substitute  
**Sugus** candies  
**Sulfurkote** fertilizer  
**Sun** pool products  
**Sunbeam** appliances  
**Sun Chips** multi-grain snacks  
**Sun Gems** salt for water softeners  
**Sun-In** hair lightener (also **Sun In**)  
**Sunkist** fruit, juice, soft drinks, cakes, candies  
**Sun-Maid** raisins  
**Sunproof** chemical preparation for compounding rubber  
**Supanil** agricultural fungicide  
**SuperAmerica** convenience stores, gasoline, antifreeze  
**Superba** dishwashing compound  
**Super Ball** toy balls  
**Super Big Bite** hot dogs  
**SuperBook** software  
**Super Bowl** NFL championship football game  
**Super Chef** kitchen appliances  
**Super Duty** grease  
**Supergrip** adhesive cement  
**Superior** automotive engine parts  
**Super Look** women's underwear  
**Superman** comics  
**Super Moist** cake mixes  
**Supernumber** emergency road services  
**Super Single** tires  
**Super Soaker** toy water guns  
**Supp-Hose** hosiery  
**Suprax** antibiotics preparation (cefixime)  
**Sure-Lites** emergency lighting systems  
**Surfynol** organic surface active agents  
**Swan-Creek-Farms** poultry  
**Swanson** food products  
**Swatch** watches  
**Swedish Fish** candy  
**SweeTARTS** candy  
**Sweet'n Low** sweetener  
**Swissair** air transportation  
**Swiss Miss** puddings, cocoa  
**Syl-Off** paper coating  
**Symmetrel** pharmaceutical preparation (amantadine)  
**Synchilla** clothing

## T

**Tab** soft drink  
**Tabasco** pepper sauce  
**Taco Bell** restaurants  
**Taco Bueno** restaurants  
**Talstar** pesticides  
**Tamagotchi** computer entertainment systems  
**Tampax** tampons  
**Tannery West** luggage, leather clothing  
**Tanqueray** gin  
**Targa** automobiles  
**Tastee-Freez** restaurants  
**Taster's Choice** coffee  
**Tastykake** snack cakes  
**Tater Tots** frozen shredded potatoes  
**TAXOL** anticancer drug (paclitaxel)  
**TDX** diagnostic instrument and reagents  
**TechneLite** a generator of radioactive technetium for clinical use  
**Technicolor** motion picture films and processing, video tape and video disc duplication  
**Techroline** gasoline additive  
**Techron** gasoline additive  
**Tectilon** dyestuffs  
**Teen Spirit** antiperspirant/deodorant, conditioner, hair spray, shampoo  
**Teflon** fluorocarbon resins, non-stick coating  
**Tegretol** anti-epileptic preparation (carbamazepine)  
**Telecopier** fax machines  
**Telegate** software  
**Teleprobe** test equipment  
**TelePrompTer** cable broadcasting service  
**Telesis** telecommunications services  
**Teletype** communications equipment  
**Telmin** veterinary anthelmintic  
**Tenormin** antihypertensive pharmaceutical (atendol)  
**Tensor** lamps  
**Terasil** coal tar colors  
**Tergal** fibers, textiles  
**Terminix** pest control services  
**Terraclor** fungicide  
**Terramycin** antibiotic  
**Terra-Tire** high-floatation tires  
**Tesoro** watches, clocks, writing instruments  
**Testmobile** handcarts  
**Tetoron** polyester fiber  
**Tetra Pak** flexible packing materials  
**Teva** sandals  
**Texaco** service stations, gasoline  
**Texas Instruments** calculators, transistors, computers  
**Texas Steer** footwear  
**That's All Folks!** slogan  
**The Baby-Sitters Club** book series, video tapes  
**The Best of Times** watches and clocks stores  
**The Body Shop** retail store services  
**The California Raisins** characters

**The Christian Brothers** brandy and wine  
**The Christian Science Monitor** newspapers  
**The Club** cocktails  
**The Club** anti-theft locks for automobile steering wheels  
**The Cool Way To Do Chocolate** dairy-based beverages  
**The Digest** magazines  
**The ExtravaganZZa** pizza  
**The Flying Horse** gasoline logo  
**The Furrow** magazine  
**The Gallup Poll** public opinion polling  
**The Gap** clothing and clothing stores  
**The Glenlivet** malt scotch whisky  
**The History Book Club** book club services  
**The Home Depot** home improvement store chain  
**THE IVY LEAGUE** for educational, athletic conference, clothing, publications  
**The Justice Fund** services related to family planning  
**The Magic School Bus** picture books for children  
**The Man Next Door** magazine section  
**The Monterey Vineyard** wine  
**The Most Trusted Name in Learning** computer programs  
**Theo-Dur** pharmaceutical for asthma  
**The Olive Garden** restaurants  
**The Only Way to Fly** air transportation services  
**The Praxis Series: Professional Assessments for Beginning Teachers** teacher assessments, software  
**Thera-Band** elastic tension exerciser used in physical therapy  
**The Real World** tv series  
**Thermo King** refrigeration equipment  
**Thermo-Lock** spa insulation  
**Thermopane** glass paning  
**Thermos** temperature-retaining vessels  
**Thermoscan** thermometers  
**The Rx Place** retail drug stores  
**The San Francisco Music Box Company** musical giftware stores  
**The Sharper Image** retail department store  
**THE TRANS FORMERS** convertible toy robots  
**The Twilight Zone** entertainment services  
**The Winston Churchill Award** promoting the interests of education  
**Thighmaster** exercise apparatus  
**ThinkJet** printers  
**Thinsulate** thermal insulation  
**Third Foods** baby foods  
**Thomas'** English muffins  
**Thom McAn** footwear  
**Thompson's Water Seal** waterproofing preparation  
**Thorazine** sedative (chlorpromazine)  
**Thoro** sealants, protectants  
**Thorseal** sealants, protectants  
**Thunderbird** wines  
**Tia Maria** coffee liqueur  
**Tic Tac** candy mints  
**Ticketmaster** ticket service agency  
**Tickle Me** Elmo doll  
**Tiffany & Co.** retail store services  
**Tiger Balm** analgesic ointment  
**Tilade** antiasthmatic pharmaceutical (nedocromil)  
**Tilex** mildew stain cleaner

**Tilt** fungicide  
**Tilt-A-Whirl** carrousel  
**Timberland** footwear, clothing and store services  
**Tim-Bor** insecticide wood preservative  
**Timex** watches  
**Timoptic** medical preparation (timololmaleate)  
**Tinactin** antifungal preparation  
**Tinkertoy** construction toys, games  
**Tinopal** fluorescent whitening agent  
**Tiny Tiger** pet products  
**Tioxide** titanium pigments  
**Tiptronic** transmissions for land vehicles  
**Tirks** computer programs  
**Tivoli** lamps  
**Tixies** chocolate and candy  
**T.J.Maxx** retail department store  
**Toastmaster** appliances  
**Toblerone** chocolate  
**Toefl** English language proficiency test  
**Tofutti** soya-based food products  
**Toll House** chocolate products  
**Tom Cat** chemical tracking system  
**Tommy Hilfiger** clothing, cosmetics, eyewear, footwear and jewelry  
**Tonka** toys  
**Tonox** curing agent for epoxy resins  
**Tootsie Roll** candy (also **Tootsie Rolls**)  
**Top Hat** restaurants  
**Topicort** dermatological preparation  
**Tops-2.5D** fungicide  
**Top Shelf** entrees  
**Top-Sider** shoes, boots  
**Torayca** yarns made of carbon fibre  
**Toro** outdoor power equipment  
**Torq-Gard** oil  
**Torqometer** wrenches  
**Toshiba** electric and electronic appliances  
**Tostitos** tortilla chips, dips  
**Total** breakfast cereal  
**Totalclaim** refrigerant recycling and recovery units  
**Totaline** air conditioner parts and components  
**Tott's** sparkling wines  
**TourBook** tourist and traveler information publications  
**Tournament** fertilizer  
**Toyota** automobiles  
**Toys "R" Us** toy stores  
**Toys That Last** children's toys and furniture  
**Toy World** retail toy store services  
**Trace** computerized energy and economic analysis of building air conditioning systems  
**Tracer** building automation systems  
**Traditional Home** book series  
**Traffic and Weather Together** radio programs  
**Trailways** bus services  
**Trane** heating, ventilating, air conditioning and refrigeration equipment  
**Transderm-Nitro** nitroglycerin  
**Transicold** transport refrigeration  
**Trapper Keeper** stationery products, notebooks and pads

**TravelLodge** motel services  
**Travel & Safari Clothing Co.** clothing  
**Travenol** medical and surgical apparatus and instruments  
**Trav-O-Lator** moving walkways  
**Trax** footwear  
**Tribol** machine lubricants  
**Trident** chewing gum  
**Tridil** injectable nitroglycerin  
**Trifari** jewelry  
**Trilene** synthetic polymer used in manufacturing  
**Trimline** telephones  
**Trinitron** televisions, monitors  
**TripTik** stripmaps  
**Triscuit** whole wheat wafers  
**Trisun** high oleic sunflower oil  
**Triumph** insecticide  
**Trivial Pursuit** board game  
**Trix** cereal  
**Trojan** prophylactic  
**Tron** electrical fuses and computer software programs  
**Tropical Blend** sun care products  
**Tropicana** fruit juice and fruit based juice products  
**Truck Guard** vehicle motor oil  
**True Temper** sporting goods  
**TrueType** computer program  
**TruGreen** lawncare services  
**TRW** systems engineering, credit card  
**TT** sporting goods  
**Tucker** power tools and fasteners, including rivets  
**Tucks** ointment, pads for hemorrhoids  
**Tuex** accelerator  
**Tuf-Edge** fan blades  
**Tuffcide** fungicides, marine antifoulants  
**Tuf-Lite** rotary fans  
**Tums** antacid tablets  
**Tuna Helper** main meal mix  
**Tupperware** food storage containers  
**Turbo Toolbox** computer programs  
**Turtles** candy  
**Turtle Wax** car care products  
**Tuxedo** computer software, transaction processing system  
**TV Guide** periodical publication  
**TWA** air transportation services  
**Tween** wetting agents  
**Tweety** cartoon character  
**Twinco** pet products  
**Twinkies** snack cakes  
**Twizzlers** candy  
**Two Names You Can Trust** real estate brokerage services  
**Ty-D-Bol** automatic toilet bowl cleaner  
**Tygon** plastic tubing  
**Tylenol** analgesic (acetaminophen)  
**Tymnet** computer network communications services

## U

**UCLA** education, entertainment, clothing  
**Ucrete** polymers  
**U-Haul** truck rental services  
**UL** safety certification mark  
**Ultimate** gasoline  
**Ultimate Warrior** entertainment services  
**Ultimet** polypropylene film  
**Ultra** gasoline, motor oil  
**Ultra Brite** toothpaste  
**Ultracast** chemicals  
**Ultraflex** fuel hose  
**Ultraray** laser gases  
**Ultra Sheen** hair care products  
**Ultrasuede** fabric  
**Ultra-Synthet** chemical coolants  
**Ultrazyme** enzymatic cleaner  
**Uncle Ben's** rice  
**Uncola** soft drinks  
**Undertaker** entertainment services, printed matter, clothing  
**Underwriters Laboratories Inc.** safety certification mark  
**Unibit** drill bits  
**Uniroyal** tires  
**Uniroyal** agricultural pesticides and chemicals for compounding rubber  
**UNIS** computer software  
**Uniscope** computer data communication and display terminals  
**Unisom** sleep aid  
**Unisys** computer hardware, software and services  
**United Electric Supply** distributorship services in the field of electrical supplies  
**United Parcel Service** transportation of personal property (also **UPS**)  
**UNIVAC** computer hardware  
**Universal** weight lifting equipment  
**Universal** motion picture and sound films, entertainment services, toys and games (also **Universal Studios**)  
**Univolt** battery chargers  
**UNIX** computers, computer software  
**Uno** card game  
**Unocal 76** auto products and services  
**UP** steam generators  
**Uralane** adhesives  
**Urbanet** microwave equipment  
**USA Today** newspaper  
**USC** apparel, novelties, entertainment services  
**Utility** nickel  
**U-Turn** reusable container  
**Uvitex** optical bleaching agent  
**Uzi** machine guns

## V

**V05** shampoo  
**V8** vegetable juice  
**Vacutainer** blood collection tubes, medical needles  
**Valisone** topical corticosteroid  
**Valium** tranquilizer (diazepam)  
**ValuJet Airlines** airline services  
**Valu-Rite** health and beauty aids  
**Valu-Rite** pharmacy program  
**Valve Guard** chemical additive  
**Valvoline** motor oil  
**Vanagon** automobile  
**Van Camp's** canned beans, pork, fish  
**Vanellus** motor oil  
**Vanish** toilet bowl and bathroom cleaner  
**Vantage** cigarettes  
**Vantage** portable electric generators  
**VapoRub** decongestant ointment  
**Varathane** decorative and protective coatings  
**Variety** cereals  
**Variety** newspaper, magazine  
**VariTrane** building air delivery apparatus  
**Varsol** hydrocarbon solvents  
**Vaseline** petroleum jelly, lip balm, skin lotion  
**Vasotec** pharmaceutical preparation (enalapril)  
**VAX** computer systems  
**Vectra** computers  
**Vegemite** sandwich spread  
**Veg-O-Matic** dicer, slicer  
**Velcro** hook and loop fasteners  
**Velveeta** processed cheese  
**Vent-a-Ridge** roof ventilators  
**Vera Wang** clothing  
**VeriTru** glass block spacer  
**Versace** men's and women's apparel, stores  
**Versa Climber** exercise equipment  
**Versamid** polyamide resins  
**Versatint** colorants  
**Versed** sedative  
**Vertagreen** fertilizer  
**Vespa** motor scooters  
**Veuve Clicquot Ponsardin** champagne wines  
**Viagra** compound for treating erectile dysfunction (sildenafil)  
**Vibram** shoe soles and heels  
**Vibrathane** chemical compositions  
**Vicks** cold and cough preparations  
**Vicodin** narcotic analgesic  
**Vicoprofen** analgesic  
**Victoria's Secret** clothing, intimate apparel  
**Victory** pet products  
**Victrola** televisions, tape recorders  
**Vidal Sassoon** hair care products  
**View-Master** stereoscopic projectors and cameras

**Vinac** emulsions  
**Vinex** extrudable polyvinyl alcohol  
**Viper** automobiles  
**Viper** computer tape drives  
**Visa** credit card services  
**Visa** textiles  
**Visco-Static** motor oil  
**Vise-Grip** locking pliers and wrenches  
**Visine** eye care products  
**Visqueen** plastic film and sheeting  
**Vistabrik** glass bricks  
**VistaScreen** television picture tubes  
**Vitalis** hair fixative  
**Vitavax** fungicide  
**Vlasic** pickles  
**VMOPERATOR** software  
**VMTAPE** software  
**VO**whiskey  
**Volkswagen** automobiles (also **VW**)  
**Voltaren** antiphlogistic and anitrheumatic  
**Volvo** cars  
**Vowel-A-Tilde** trademark research service  
**Vuarnet** sunglasses  
**Vue** computer programs  
**Vulcan** ovens, ranges, fryers  
**Vycor** glassware

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## W

**Wagner** air brake systems  
**Wagoneer** vehicles  
**Waldenbooks** bookstore  
**Walgreens** pharmacy and retail store services  
**Walkman** portable tape players  
**Walk Off** floor mats  
**Wal-Mart** retail department store services  
**Walt Disney World** amusement park  
**Wang** computers  
**Warbex** insecticide  
**Wasa** crisp bread  
**Wash a-bye Baby** baby wipes  
**Wash'n Dri** moist disposable towelettes  
**Water Babies** sun tanning products  
**WaterColor Feelings** greeting cards  
**Waterford** crystal  
**Waterman** writing instruments  
**Water Pik** toothbrushes  
**Waterplug** hydraulic cement sealants  
**Wave** vinyl emulsions  
**Wavecrest** waterbeds  
**Wave Runner** water scooters  
**Wayfarer** sunglasses

**WD-40** lubricating and penetrating oil  
**Wear-Dated** carpets, clothing, fabrics  
**Weathermaker** air conditioners, furnaces  
**Weathershield** exterior paint  
**Weather Tamer** outerwear  
**Weathertron** air conditioning equipment  
**Wechsler** intelligence tests  
**Wedgwood** china  
**Wee Baby** footwear for infants and children  
**Weebok** children's footwear and apparel  
**Weed Eater** lawn trimmers  
**Weedwacker** weed and grass trimmers  
**Weejuns** footwear  
**Weekend Woodworking Projects** magazine  
**Weight Watchers** food products, weight reduction centers  
**Welch's** juices, jellies  
**Welcome Wagon** advertising services, greeting services  
**Weldwood** wood and lumber products, glues and adhesives  
**Wellbutrin** psychotropic preparation (bupropion)  
**Wells Fargo** armored truck delivery of cash, valuables; electronic security services  
**Wendy's** restaurants  
**Wesson** cooking oils  
**West Bend** appliances  
**Western** ammunition  
**Westinghouse** appliances  
**Whaler** boats  
**What's Up Doc?** slogan  
**Wheaties** breakfast cereal  
**Wheel Horse** riding lawn mowing equipment  
**Whirlpool** home appliances  
**Whiskas** cat food  
**Whisper Quiet** dishwashers, clothes washers  
**White-Westinghouse** appliances  
**Wholesome Choice** crackers, cookies  
**Whopper** hamburgers  
**Wiffle** plastic balls and bats  
**Wilsonart** decorative laminate  
**Winchester** shot guns, rifles, clothing, and knives  
**Windbreaker** clothing, jackets  
**Windex** multi-surface cleaners  
**Windows** operating system, 3.1, 95  
**Windows NT** operating system and networking programs  
**Windsurfer** sailboats  
**Wing-Nut** connecting members for joining wire ends  
**Wings** luggage, leather goods  
**Wings** project management software  
**Winnebago** motor homes  
**Winnie the Pooh** cartoon character  
**Winston** cigarettes  
**Winterfresh** chewing gum  
**Wite-Out** correction fluid  
**WM. Wycliff Vineyards** wines  
**Wolf** canned chili, tamales  
**Wolverine** boots, shoes, and clothing  
**Wonder** bread  
**Wonderbra** brassieres

**Wonderknit** apparel  
**Wonder Woman** cartoon character  
**Won't Stick To Most Dental Work** chewing gum  
**Wood** magazine and books  
**Woodbury** soaps  
**Woodstuff** bedroom furniture  
**Woolite** cold water detergent  
**Woolworth** general merchandise stores  
**WordPerfect** word processing software  
**Workmate** portable work bench  
**World Class Benefits With First Class Service** credit card services  
**World Series** championship baseball games  
**World Wrestling Federation** entertainment services (also **WWF**)  
**Worsted-tex** apparel  
**WOW** women's underwear  
**Wrangler** jeans  
**WrestleMania** entertainment services  
**Wrigley's** chewing gum  
**Wynn's** automobile additives  
**Wytox** antioxidant, stabilizer for elastomers and polymers

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## X

**X-Acto** knives  
**Xanax** tranquilizer and antidepressant (alprazolam)  
**Xerox** photocopiers, copies, computer systems  
**X-Files** live action television drama series  
**X-OMAT** photographic supplies  
**X-Tend** automobile additives

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## Y

**Yahoo!** on-line computer services  
**Yahtzee** dice game  
**Yardley** bath care products  
**Y-Front** underwear  
**Yodels** devil food bar  
**Yoo-Hoo** chocolate flavored beverages  
**Yoplait** yogurt  
**York** peppermint patties  
**York Creek** wine  
**Yosemite Sam** cartoon character  
**You're Despicable!** slogan, t-shirts  
**Youth-Dew** fragrance  
**Yukon Jack** liqueur  
**Yves Saint Laurent** fragrances, cosmetics, toiletries (also **YSL**)

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## Z

**Zamboni** ice resurfacing machines  
**Zantac** pharmaceutical treatment of ulcers (ranitidine)  
**Zap-Guard** surgical needle finder  
**Zerex** antifreeze  
**Zestril** pharmaceutical for cardiac failure and hypertension (lisinopril)  
**Zinbardella** wines  
**Ziploc** resealable plastic bags  
**Zippo** cigarette lighters  
**Zocor** pharmaceutical preparation (simvastatin)  
**Zoloft** psychotherapeutic agent (sertraline)  
**Zovirax** pharmaceutical preparation (acyclovir)  
**Zydone** pharmaceutical analgesic preparations  
**Zyloprim** pharmaceutical preparation

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## NUMERICAL

**1-2-3** spreadsheet, computer software  
**17 Mile Drive** clothing, scenic drive  
**18 Hour** women's underwear  
**20 Mule Team** laundry detergent  
**20th Century Fox** motion picture films  
**3 Musketeers** candy bars  
**3 IN 1** household and motor oil  
**3Com** computer networking products  
**3M** carpet cleaner  
**409** glass and all purpose cleaner  
**501** jeans  
**7-Eleven** convenience stores  
**747** airplanes and structural parts  
**76** auto products and services  
**7UP** soft drinks (also **7 UP**, **Seven-Up**)  
**9-Lives** canned cat food  
**100 Pipers** Scotch whisky

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**Look for an updated Trademark Checklist to be available early 2004.**