



## **What is a trademark or service mark or copyright?**

A trademark is a distinctive sign or indicator used by an individual, business organization, or other legal entity to identify for consumers that the products or services on or with which the trademark appears originate from a unique source, designated for a specific market, and to distinguish its products or services from those of other entities. A copyright protects original graphics, photographs and textual works.

Examples of symbols:

- ™ (for an unregistered trade mark, that is, a mark used to promote or brand goods)
- ® (for a registered trademark)
- ™ (for an unregistered service mark, that is, a mark used to promote or brand services)
- © (for symbol used in copyright notices)

## **Why authorization is required?**

Trademarks are governed by both state and federal law. Copyrights are governed by federal law. The owner of a trademark or copyright may initiate legal proceedings for trademark or copyright infringement to prevent or seek remedy for unauthorized use of the trademark or unauthorized reproduction of a copyrighted work.

## **How to obtain authorization?**

Obtaining authorization is easy. Simply send the authorization form and your plaque design to the trademark or copyright owner with a brief note explaining your project.

Once the form is completed please fax, scan and/or email the completed form to your Matthews sales or customer service contact. Thank you for your compliance, and please let us know if there are any questions or concerns.

# Trademark Authorization Forms



**Matthews International  
Corporation**

Two NorthShore Center  
Pittsburgh, Pennsylvania 15212-5851  
[www.matw.com](http://www.matw.com)

---

Matthews Customer,

Thank you for staying compliant with state and federal law governing trademark usage. To make this process easier for you and your customers we are happy to offer the following tools.

- Trademark Authorization 101 – simple, straightforward document that you can use with your customers explaining this step of the process and how it actually protects their trademark from unauthorized usage.
- Standard Authorization Form (Matthews) – The preferred form to use for authorization on an individual project basis. This form is specific to one project and identifies Matthews as the authorized manufacturer.
- Long Term Authorization Form (Matthews) – Similar to the Standard Authorization form, this form can save time if the trademark owner places frequent orders and is comfortable giving a long term authorization. This form does identify Matthews as the authorized manufacturer.
- Standard Authorization Form (Generic) – Similar to the Standard Authorization form, this form is specific to one project however it does NOT identify the authorized manufacturer.

We hope that these tools help you facilitate this process. Please contact your sales representative or customer service representative if there are any questions or concerns.