® Trademarks are important business assets and should be treated with the care due such valuable items of intellectual property.

® We rely on our trademarks to identify our products and distinguish them from those of our competitors and from generic materials from unknown manufacturers.

® Marks that are not protected can be misused and might become lost through general and, therefore, improper usage, moving into the realm of everyday speech. In that category, the International Trademark Association lists such familiar names as escalator, kerosene, corn flakes, linoleum, dry ice, cellophane, and shredded wheat.

® At Special Metals Corporation, we make every effort to recognize and protect our trademarks and assist our customers in their proper use. This can be critically important in a business like ours where alloy products often pass through a series of stages (reworking, fabrication, or reselling) before they reach the end user.

® Our trademarks can only be applied to alloys of our manufacture. They can not be applied to an alloy made by another producer, even if its composition is broadly the same.

® We lead the world in the invention and development of high-performance alloys. We produce the largest alloy range, in the largest range of forms, available from any one manufacturer, anywhere. Our trademarks are the brand names that identify the source of those products, and the experience and quality that are integral to their manufacture.

® This publication has been prepared to guide you in the recognition of Special Metals Corporation's trademarks and their proper usage.
Trademarks

Some guidelines for proper trademark usage:

® Always use typography to distinguish and differentiate a trademark. Preferably in all capital letters - MONEL, NIMONIC, UDIMET, INCO-WELD. Next best, an initial capital and quotation marks - “Incoloy”, “Nilo”, “Ni-Rod.” At least, an initial capital - Inconel, Incoloy, Resistohm.

® Grammatically, trademarks are adjectives. They should always be used to describe generic nouns. For example:

INCOLOY® alloy 800H.
UDIMET® alloy 720 billet.
INCO-WELD® welding electrode 152.

It would be incomplete to use a trademark (an adjective) without the noun it qualifies.

“The properties of MONEL” is not correct usage.

“The properties of MONEL alloys” would be correct.

® Going one step further, the trademarks should be used to describe products for which they have been registered (e.g. alloys or welding consumables), not to describe products or components made from those alloys. For example:

“MONEL® K-500 propeller shafts” is incorrect.
“MONEL® alloy K-500 shafts” would be correct.
“INCONEL® 625 sheet” is incorrect.
“INCONEL® alloy 625 sheet” would be correct.

® The use of the ® (registered) or ™ (unregistered) symbols provides notice of trademark status. These symbols should be used immediately after the trademarks. For example:

“MONEL® alloy 400” is correct usage.
“MONEL alloy 400®” is incorrect.

® Trademarks should never be pluralized. You can't do that to adjectives. For example:

“UDIMETs” is wrong.
“The UDIMET® alloys” would be correct.
® Trademarks should never be used in the possessive form. You can't do that to adjectives either. For example:

“INCOLOY's outstanding corrosion resistance” is wrong.
“INCOLOY® alloy 825's proven track record” would be correct.

® For the record, although it is never likely to apply to Special Metals Corporation products, the International Trademark Association points out that trademarks should never be used as verbs. You can say “Make six copies on the XEROX® copier” or “Make a photocopy,” but you should not say “XEROX the report.”

® In published material - advertising, brochures, conference papers, technical articles - trademarks should be recognized, individually or as a group, in some appropriately prominent position. It is desirable, though not essential, to credit ownership. For example:

“INCONEL®, 718SPFTM, UDIMET®, INCO-WELD® and 686CPT® are trademarks of the Special Metals Corporation group of companies.”

**Trademarks of The Special Metals Corporation group of companies include:**

These marks are in current use in most of the industrialized countries of the world. Even where the marks are not registered (®), they still have commercial value in identifying ownership and recognizing the source of the goods and services.

- BRIGHTRAY®
- CORRONEL™
- FERRY™
- INCOCLAD®
- INCO-CORED®
- INCOFLUX®
- INCOLOY®
- INCONEL®
- INCOTEST®
- INCOTHERM™
- INCO-WELD®
- KOTHERM®
- MONEL®
- NILO®
- NILOMAG™
- NIMONIC®
- NIOTHERM®
- NI-ROD®
- NI-SPAN™
- NI-SPAN-C®
- PERMANICKEL®
- RESCAL™
- RESISTOHM®
- UDIMAR®
- UDIMET®
- VALRAY™
- WIGGIN™
- 601GC®
- 625LCF®
- 686CPT®
- 718SPFTM
- 725NDUR®
- 800HT®
- 956HT™