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Hallco LIVE FLOORS® Trademark Guidelines

Our registered trademark is LIVE FLOORS®. It identifies our products, and our products alone. It should not be used for anything anybody else makes, or in a generic fashion to describe reciprocating floor products generally.

It is permissible to use our trademark to help identify and promote the sale of our floor conveying systems. No other manufacturer has the right to identify its products with our mark. We would like to assist you in proper use of our mark so that no one is confused about what products are being described, and the integrity of our mark and products they identify remains strong.

Guidelines for proper trademark use:

1. LIVE FLOORS® like all trademarks, are generally used as adjectives, not nouns, meaning they specify our particular products within the general class of reciprocating floors, like LIVE FLOORS® reciprocating conveyors, or Hallco LIVE FLOORS® reciprocating slat floors. Sometimes it is appropriate to use LIVE FLOORS® by itself when the context is clear, as in “Hallco LIVE FLOORS® are the Best in Business,” or, if you are discussing our products in text after clearly indicating at the outset that you are discussing Hallco’s products, as in “It’s clear that LIVE FLOORS® provide the best value”
2. It is incorrect to use LIVE FLOORS® generically or to identify any other manufacturer’s products. LIVE FLOORS® is a proprietary term and does not describe the general category of reciprocating slat conveyor systems. When we see this kind of usage, we endeavor to contact the user and correct the usage. We are proud of our products and want them to be clearly distinguished from those of our competitors, and we believe a strong trademark helps us do that and is good for the market.
3. Our mark should always be capitalized and a ® should be placed in close proximity to the mark, and a statement somewhere on the page that LIVE FLOORS® is a registered trademark of Hallco Industries, Inc.

Thank you for your attention to this matter and please do not hesitate to contact Hallco Industries if you would like any further information or if we can be of assistance in helping you use our mark properly.

HALLCO Industries, Inc.

PO Box 505

Tillamook, OR 97141 USA

Tel: 800-542-5526 / 503-842-8746

E-Mail: info@hallcoind.com