

# Proper Use of the **ZAMBONI**<sup>®</sup> Trademarks

Since the introduction of the ZAMBONI ice resurfacing machine over 60 years ago, Frank J. Zamboni & Co., Inc. has invested a great deal of money, effort and pride to make and keep ZAMBONI products at the highest standard of quality. Our founder's invention has been copied, but never duplicated and we are proud that ZAMBONI ice resurfacing machines remain the overwhelming choice of customers throughout the world.

The ZAMBONI brand name is a valuable trademark which we must diligently protect. Like Coke<sup>®</sup>, Kleenex<sup>®</sup>, and Jeep<sup>®</sup>, it has close identity in the public mind with a particular type of commodity - but the public doesn't always remember that it is a particular brand. Some notable ex-trademarks which are now in the public domain are aspirin, cellophane, thermos bottle, and zipper. Please remember:

A trademark is always an adjective. Never a noun. So when referring to ZAMBONI, please use it in the correct context. ZAMBONI is the brand, and ice resurfacing machine is the generic product name.

**Zamboni<sup>®</sup> ice resurfacers**  
**Zamboni<sup>®</sup> ice resurfacing machines**  
**Zamboni<sup>®</sup> machines**

The machine is not "a Zamboni", it is a Zamboni<sup>®</sup> ice resurfacing machine. The name must be capitalized and spelled correctly and should never even remotely be used in a generic sense. Never use "Zamboni" as a verb or in the plural, such as "Zambonis". ZAMBONI, ZAM and the ZAMBONI<sup>®</sup> word mark are among the registered trademarks of the Zamboni Company.

As the configuration of the machine is also a federally registered trademark, it should be shown with the ® symbol to the right side of the image, with the notice appearing on the page:

**"ZAMBONI and the configuration of the Zamboni<sup>®</sup> ice resurfacing machine are registered in the U.S. Patent and Trademark Office as the trademarks of Frank J. Zamboni & Co., Inc."**

ZAMBONI has been registered by Frank J. Zamboni & Co., Inc. as a trademark around the world. The law requires that we must make every possible effort to prevent incorrect usage of the name ZAMBONI. Your cooperation regarding accurate use of the ZAMBONI trademark is appreciated. Any use of the ZAMBONI trademarks must be approved in writing in advance of the proposed use. Please contact our offices if you have a proposed use of ZAMBONI trademarks or if you require additional information.

Sincerely,



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