## McDonald's Trademark Guidelines (cont'd)

#### **Overall Guidelines**

 Always follow the mark with a ™, ™, ™ or ™. The ™ or ™ serves as notice to others that McDonald's is claiming trademark rights to the particular word, symbol or phrase and may be filing a trademark application.

The " or " is used to identify that the trademark has been registered with the appropriate Patent and Trademark Office. When a trademark is used multiple times in advertising, the ", "c, " or " need only be used once at the first or most prominent use.

#### Example:

Buy one Big Mac\* sandwich, get a second Big Mac free

2. In circumstances where the use of the ™, ™, or ™ is not feasible for technical or aesthetic reasons (such as when several of the McDonaldland characters appear together), include a notice line acknowledging McDonald's ownership of the trademarks used on the packaging and/or products.

#### Example:

"McDonald's, Big Mac, Happy Meal, McDonaldland, and the McDonaldland character names and designs are trademarks of McDonald's Corporation and affiliates."

Always use trademarks in a consistent form. Avoid misspellings and variations.

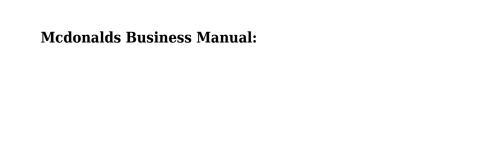
OK: Hamburglar\*, McDonald's\*, Super Size\*

NOT OK: Hamburgler, MacDonalds, Super Sized, Supersize

Super Sizing

# **Mcdonalds Business Manual**

**Kathleen Armour** 



## Reviewing Mcdonalds Business Manual: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Mcdonalds Business Manual**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve into the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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