



## Trademarks: Using Our Name to Protect Yours

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**Printing the registered trademark SCRIP-SAFE® on the academic transcript provides an important level of document security.**

**Trademark Law:** U.S. Trademark law can assist your institution in protecting transcripts. Yes, Transcripts! Here's how it works: Registered trademarks, using the symbol ®, are protected by federal and state law against misappropriation (that's a legal term for fraudulent use in trade or commerce). Trademark misappropriation occurs when an individual attempts to create, modify or misuse your trademarked institutional name, logo or image or profit illegally. Your transcript uses the institutional name and logo. Attempts to misuse or create a bogus transcript are illegal.

**Why Our Name Appears On Your Transcript:** SCRIP-SAFE® is a registered trademark and protected by federal law. To protect us and you, we routinely include our registered trade name on the front or back of your transcript where it is clearly visible. As a rule, we include our name and a statement where the authorizing signature appears. For example:

"This officially sealed and signed transcript is printed on SCRIP-SAFE® security paper with the name of the institution printed in white type across the face of the document. When photocopied the words "COPY COPY

If a transcript is photocopied or re-created for fraudulent misuse, the registered SCRIP-SAFE® name and logo have been misused. **When this happens, SCRIP-SAFE® is able to legally prosecute the offender, even if your institutional legal counsel will not.**

**Consequences:** Once the SCRIP-SAFE® registered trademark is printed on a transcript, SCRIP-SAFE® has the ability to initiate legal action to protect it against fraudulent misuse. This is of importance because legal counsel may inform you that they simply don't have time to pursue "trivial" academic misrepresentation matters.

**An Irony:** The name and logo of your institution may already be registered trademarks. If so, your institution may routinely demand that Collegiate Licensing Services prosecute the sale of bogus (unlicensed) caps, shirts and other sportswear. QUESTION: Why are the "logo cops" out in force on game day? Answer: Because the institution does not receive royalty payments on the sale of unlicensed sportswear!

**Conclusion:** Because SCRIP-SAFE® recognizes the importance of protecting its own brand name and we can afford you that same service when our name is involved, along with yours, in fraudulent misrepresentation.

**SCRIP-SAFE® WILL TAKE LEGAL ACTION!**

*SCRIP-SAFE® provides this additional level of document security because we know the importance of preserving your name and academic reputation.*

**Use our name, and we'll protect yours!™**

For More Information:  
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