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Style Guide for GOJO Trademarks

Questions often arise concerning the proper spelling and presentation of the GOJO company name and trademarks in print. To legally protect our trademarks as well as the integrity of our company name, certain guidelines must be followed.

1. Our company name is GOJO. It always appears in all capital letters without a trademark designation. There are no hyphens or spaces between the letters. For first reference, use GOJO Industries, and thereafter, GOJO. We do not use possessive form (GOJO's) with our company name.

   Products are also marketed under the GOJO® brand. When referring to the product brand, capitalize and use the ® following the first reference to GOJO.

   Example: GOJO® TFX™ Dispensing System

2. The trademarks owned by our company always appear in all capital letters.

   Examples: PURELL®, PROVON®, GOJO® brand

3. Use the appropriate ® or ™ following the trademarked name. Always use the registration symbols as they appear in our press releases. After the first ® or ™ is inserted, it is no longer necessary to further include either symbol on the page when referencing the same brand. However, capitalization of the trademark is required whenever presented.

   Example: GOJO® HITACTILE™ Professional Gloves represent a new generation of premium hand protection. Tested by independent laboratories, GOJO Professional Gloves are designed for extended use.