

The ENA Trademarks 2023



ENA[®]
EMERGENCY NURSES
ASSOCIATION

Committed
to **Care**[™]

Overview

Trademarks include words and phrases (wordmarks), or symbols (logos) that identify and distinguish ENA from other companies and organizations. It's important to understand that ENA's trademarks are one of the association's most valuable assets. Our trademarks protect ENA and the public from imitators.

This is a living document and it will continually be updated. ENA's marks will change as it applies for, and receives, trademark registrations from the government. We all need to work together to protect ENA's trademarks and keep them up-to-date.

Trademark Symbols

Wordmarks: The trademark symbol (superscript ® or TM) should be used with the first instance or the most prominent use of the mark. The remaining instances should be without the symbol. Always use the full trademarked name and proper capitalization. A possible exceptions is if the first instance is in the title. In this case, you can then use the symbol on the first instance in the text. Another exception is editorial content. In these cases a general notification should appear elsewhere within the publication.

Logos: Include trademark symbol (superscript ® or TM) in every instance. Official and current versions of ENA logos will have the correct size and placement of the trademark symbol. You should never create your own version of any ENA owned logo. If you are unsure if the logo you are using is correct, please reach out to creative@ena.org.

Symbol Meanings

® Registered trademark symbol

The circled R can only be used once you have a federal registration. This means ENA applied for and received a trademark registration from the U.S. government. This mark offers the highest level of protection. It lets people know that ENA's products are trusted and can discourage competitors from infringing on ENA assets.

TM Trademark symbol

This symbol indicates that ENA is claiming rights to a wordmark or logo and will potentially deter others from using it. Additionally, the TM symbol can provide ENA with common law trademark rights. ENA may use this symbol while waiting for an application to be reviewed by the USPTO to obtain a federal registration.

OUR TRADEMARKS

Emergency Nurses Association (ENA)

The ENA logo, “ENA” and “Emergency Nurses Association” wordmarks are all federally registered and should appear with the registered trademark symbol (®). Our tagline “Committed to Care” should appear with the trademark symbol (TM.)

Wordmarks

ENA®

Emergency Nurses Association®

Committed to Care™

Logos



State Council and Chapter Logos



OUR TRADEMARKS

ENA Foundation

The ENA logo and the “ENA” wordmark are federally registered. When used to identify the ENA Foundation, they should appear with the registered trademark symbol (®). Our tagline “Committed to Care” should appear with the trademark symbol (TM.)

Wordmarks

Committed to Care™

Logos

