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For registered trademarks, use the ®. Note the entire Television Academy Honors logo is considered one mark.

For unregistered trademarks (anything new we are adopting as a trademark, logo, or slogan but has not yet been registered) use the ™ symbol. Note: This applies to the Television Academy Foundation logo and Television Academy Hall of Fame Logo, which are not yet registered.

Where
The ® and ™ symbols must be as physically close to the mark as possible, and placed as shown above.

Where not feasible to include the mark, add a notice as a footnote claiming the registrations. Examples:
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- TELEVISION ACADEMY and ACADEMY OF TELEVISION ARTS & SCIENCES are registered trademarks of ATAS.

How Often
The ® and ™ symbols should be used prominently at least once per document for each trademark. It should be on the first or most prominent use.

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Examples of Correct Copyright Notices:
- © Academy of Television Arts & Sciences
- © ATAS
- © Television Academy

Any of these copyright notices will suffice for Television Academy copyright purposes, and their use is interchangeable. Adding the year the Art was published is acceptable, but not mandatory, in the copyright notice. (Ex. © 2019 ATAS)
Trademark ® and Copyright © Marking Guidelines for the Television Academy (January 2020)

Where
All Art owned or created by the Television Academy should bear a copyright notice. Where the copyright notice is placed is determined by the type of Art at issue. For example: for a photograph/image it can appear in the gutter or footer; for a magazine it can appear where the publisher and editors are named; for a website, it can appear in a footer on each page; and for a book it can appear on the copyright or title page.

How Often
Copyright notices should appear once per document or publication.

Special Cases - Co-Ownership of Certain Rights
The trademarks EMMY, EMMYS, and the Emmy Statuette are co-owned by the ACADEMY OF TELEVISION ARTS & SCIENCES (ATAS) and THE NATIONAL ACADEMY OF TELEVISION ARTS AND SCIENCES (NATAS).

The copyright in the Emmy Statuette is also co-owned.

How Should Co-Owned Materials be Marked?
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Special Cases - Art Protected By Trademark And Copyright
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Special Cases - Collateral Goods
Collateral goods are promotional products the Television Academy gives away or uses temporarily that are not its core business – like hats, t-shirts, mugs, pens, toys, window clings, lobby screens, step and repeats, etc.

While it is always best practice to include copyright notices and trademark markings, they are not required on collateral goods if impractical or unclear. The marking should be on the labels of hats, shirts, toys, etc when possible. Goods licensed for sale to the public (e.g. gift shop) should include appropriate markings. T-shirt sales during EMMY ticket pick-up are for a small, select group and not considered mass sales to the general public.

Example - FYC Ad produced by a Network
Any imagery of the Emmy statuette and the word EMMY requires a ® by the item. In the gutter or footer a copyright notice should read “Emmy Statue © ATAS/NATAS”.

Example - Emmy Program Book
The Emmy statue and Emmy wording are copyrighted in their first use, which covers the whole book. On the first page, the copyright tagline should be added “© Television Academy”.

Example - Television Academy Step and Repeat
The ® mark is not required on a step and repeat where the mark would be distracting or appear like a blemish.

Example - Emmy Hat or Tote Bag
The ® mark is not required by the Emmy Statue or Emmy word where the mark would be distracting or appear like a blemish.

Example - Motion Graphics on Lobby Screens
The registered and copyright marks are not required on lobby screens since the screens aren’t considered our core business. Adding them is OK if it’s not impractical or distracting from the Art.