

Warner Bros. Trademark Rules

Per the April Jellystone Journal, here are the revised Warner Bros. trademark rules. In December of 2005, WB instituted the "call out" rule (all character names and Jellystone Park must be bold, italic or a different font) in an effort to streamline their licensed properties. After much discussion, however, WB and LSI have developed a new solution that meets their trademark requirements while being less burdensome to you.

I. Marketing Materials

For brochures, ads:

The FIRST instance of a non-possessive character name (Yogi Bear, Cindy Bear, Boo Boo, Ranger Smith) and Jellystone Park needs a TM.

This is the first instance in the entire brochure or ad. The old rule required the first instance on EACH page to have a TM. Now, even if your brochure is 20 pages long, only the FIRST instance needs the TM.

Please take note, however, that WB does not want to TM a possessive character name because the trademark should be in its "pure" form. They generally discourage the use of possessive character names with licensees; however, they realize we are a special case because our parks' theming involves the four characters. The bottom line is that there has to be a read of the pure character name somewhere in your brochure/ad.

For example:

You are advertising your snack shop - Cindy's Kitchen - and the ad currently reads:

Cindy's Kitchen:
Welcome to Cindy Bear's Kitchen. Place your order at check in and we will....

To meet WB trademark requirements, change it to read:

Cindy's Kitchen:
Cindy Bear™ welcomes you to her kitchen. Place your order at check in and we will....

Also, the first instance with a TM should be the full character name, Yogi Bear vs. Yogi, Cindy Bear vs. Cindy, Ranger Smith vs. Ranger. (Note: Boo Boo is just Boo Boo, not Boo Boo Bear.)

Legal Line:

The trade off for the FIRST INSTANCE rule is that we need to use the long legal. It needs to be on the front OR back cover of a brochure. It needs to be in all print ads. It is located on every page of a website, typically at the bottom center.

YOGI BEAR and all related characters and elements are trademarks of & © Hanna-Barbera.
(s06)

"YOGI BEAR and all related characters and elements are trademarks of & © Hanna-Barbera."
should be on one line. The (s06) can either be on the next line, or 10 spaces after Barbera.

For example:

YOGI BEAR and all related characters and elements are trademarks of & © Hanna-Barbera. (s06)

For very small ads, such as internet banners, you can use either of the following modified legal lines. Use the longest version that space allows.

TM & © Hanna-Barbera. (s06)

Or

TM & © HB. (Use of this legal line requires approval by LSI.)

For websites:

The FIRST instance of a non-possessive character name (Yogi Bear, Cindy Bear, Boo Boo) and Jellystone Park on EACH page needs a TM.

Websites are treated differently because a user can enter your site on any number of pages from an internet search, whereas a brochure's pages are typically read in chronological order.

Again, if you are going to use the possessive version of a character name on a page you also need a "pure" version.

For example:

Yogi Bear's Coloring Page

Click on the links below and print Yogi Bear™ and his friends for great coloring fun!

In addition, the long legal line should be at the bottom of EACH page.

II. Logo

The Jellystone Park logo should be used on all marketing materials and advertisements, when space permits. (Because of the square shape of the logo, it may not fit in small ads.) The logo should be located on the home page of every Jellystone Park website.



It is permissible to use the "location specific" logo in place of the general logo. Any deviations from these logos must be approved by Leisure Systems and Warner Bros.



III. Naming Conventions

A. The official name of every Jellystone Park location is: Yogi Bear's Jellystone Park™ Camp-Resort.

This name should be used when space permits. In other instances, the following are acceptable:

Yogi Bear's Jellystone Park™
Jellystone Park™ Camp-Resort
Yogi Bear's Camp-Resort

These are NOT acceptable:

Yogi Bear's Park
Yogi Bear's Jellystone
Jellystone Camp-Resort

B. "Jellystone" should not be used by itself. The complete trademark is Jellystone Park. However, there are two exceptions to the rule.

1. It is permissible to use jellystone in a domain name.

For example:

Cobbmtnjellystone.com

Taborcityjellystone.com

2. Because of space restrictions, it is also permissible to use Jellystone on interstate signage.

example:



IV. Signage

For Marketing Signs (billboards, highway exit signs):

The FIRST instance of a non-possessive character name (Yogi Bear, Cindy Bear, Boo Boo, Ranger Smith) and Jellystone Park needs a TM.

Include the shorter legal line:

TM & © Hanna-Barbera.

(s06)

For highway exit signs, you can use these 3M colors instead of the regular PMS colors:

Brown 3M #887

Green 3M #888

Tan PMS 149 (There is no 3M substitute for tan, so it has to be specially mixed to match the PMS.)

For In-park Signs:

The FIRST instance of a non-possessive character name (Yogi Bear, Cindy Bear, Boo Boo, Ranger Smith) and Jellystone Park needs a TM.

Note – If you do not have a non-possessive read of the character name on the sign (i.e. Cindy's Snack Shop) don't put a TM after the name.

Include the shorter legal line:

TM & © Hanna-Barbera.

(s06)

V. Artwork & Approvals

Artwork must come from the current Style Guide. All current poses are posted on the intranet at www.campjellystone.com/franchises. We are not allowed to redraw any part of the characters.

Marketing Materials, Websites and Marketing Signs are approved by Michele.

In-park signs are approved by Sheila. All Hutchinson Signs are pre-approved by LSI. If you are using a vendor other than Hutchinson Signs, they must be sent to LSI for approval.