

# Trademark ® and Copyright © Marking Guidelines for the Television Academy

(January 2020)



The following are Television Academy trademarks registered in the United States:



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:

- EMMY, EMMYS, and the Emmy Statuette are registered trademarks of ATAS and NATAS.
- 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.

## Trademark Permissions/Licenses to Others

Any third party permitted to use any Television Academy trademark, unregistered or registered, should expressly state they are doing so with permission. For example: Emmy Statuette © ATAS/NATAS or Photographs © Television Academy.

## Copyright Notice Requirements

Copyright protects all creative content—whether or not it is registered—created and/or owned by the Television Academy, including all images (photos or illustrations) of the statuette, other logos, text, photographs, illustrations, graphics, websites, mobile apps, magazines, audio/visual materials, etc. (collectively “Art”). Copyrights are claimed by using the © symbol together with the name of the copyright owner.

## 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)

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## **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?**

Trademark: As above with the ® symbol. No need to specify the owners.

Copyright: © ATAS/NATAS

## **Special Cases - Art Protected By Trademark And Copyright**

The statuette is both a registered trademark and a registered copyright. Both markings should be used whenever possible following the guidelines above.

## **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.