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## UPS SUREPOST® NAME USAGE GUIDELINES

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The well-respected UPS® brand has many important touch points, including our trademark names. UPS has developed service names to help customers recognize the solutions they need, and we ask that the names be referenced properly in order to help us protect these valuable assets.

If you will be using UPS SurePost, please ensure you are using the name properly.

### Name Usage Guidelines

- Many of our registered names include the prefix “UPS.” This prefix is part of the registered name and should always be included.
- Include the correct notice symbol, “®” in the first or most prominent mention of the name.
- Never reference our service names using abbreviations.
- Names should never be displayed in any format other than as text.

We encourage customers who wish to reference UPS shipping services in print and within online retail information to use our correct, trademark names, rather than generic names, as this will help demonstrate to your customers that you have engaged a best-in-class provider for your product delivery.

Customers who choose to substitute generic expressions for our trademark names may do so. However, do not make up names (ex. Value Saver Plus) or use an expression that includes the UPS brand name (ex. UPS Economy).

**Under no circumstances** can an expression be used that includes the words “Standard,” “Saver” or “Ground.” These words are used for other UPS services, and they set an expectation of a specific customer experience.

### Example: Acceptable Names

**Preferred and Recommended:** UPS SurePost®  
**Acceptable Generic Expression:** Economy Shipping Option

### Reason:

The trademark name is the preferred choice. Display UPS trademarks exactly as shown in these guidelines. A trademark registration provides legal protection for UPS because it prevents other companies from using the marks and potentially misleading or confusing the public.

The generic example above is also acceptable, as it describes what the service is and does not conflict with our branded product names or create confusion. It provides online shoppers with information that will help them compare shipping options.

## **Other Commonly Used UPS Service Names**

The UPS service names most commonly used in online retail websites are shown below. A more comprehensive list of UPS trademarks in the U.S. can be found at: <http://www.ups.com/content/us/en/resources/ship/trademark.html>

This is the proper way to reference our names in the United States:

### **For shipments within the U.S.**

UPS Next Day Air® Early A.M.®

UPS Next Day Air®

UPS Next Day Air Saver®

UPS 2nd Day Air A.M.®

UPS 2nd Day Air®

UPS 3 Day Select®

UPS Ground

UPS SurePost®

### **For shipments from the U.S. to other countries**

UPS Worldwide Express Plus®

UPS Worldwide Express®

UPS Worldwide Saver®

UPS Worldwide Expedited®

UPS Standard

UPS Worldwide Express NA1®

For information about trademark and service mark names outside the U.S., contact [Brand@ups.com](mailto:Brand@ups.com).

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