

Advertising and Publicity Guidelines for the National Medal of Technology®

Mandated by Congress in 1980, and awarded annually by the President of the United States since 1985, the National Medal of Technology® (hereinafter the “Medal”) is our nation’s highest technology award. Recognizing excellence in technological innovation and commercialization, it is awarded to American individuals, teams and companies which have significantly contributed to American job creation, economic prosperity, increased competitiveness and a higher standard of living.

Advertising is an important vehicle for achieving the goals of the Medal program. The United States Patent and Trademark Office (USPTO) manages the Medal award program for the United States Department of Commerce which owns the Federal trademarks and service mark associated with the name National Medal of Technology and the design of the Medal itself. To assist Medal winners and/or their companies, the USPTO has issued these guidelines to be followed in all advertising, publicity, audiovisual productions, and similar uses that incorporate reference to the Medal.

Before the Licensee uses the name and/or logo in its promotions, it must send a copy of a representative item showing each proposed use and obtain written approval from the National Medal of Technology Program Manager, 600 Dulany Street, MDW, Suite 10D44, Alexandria, VA 22314. The Manager of the Medal Program may grant such approval in his/her sole discretion.

Guidelines

- Winning the Medal does not imply endorsement of a winner’s products or services. Copy should specify that the Medal is for excellence in the promotion of technology and technological innovation, as stated in their certificate or recognition, and not state or imply that it is for a particular product or service. Neither the Medal name nor logo should be used on products.

- It should be clear to the reader/viewer/listener who won this Medal. If an individual received the Medal, all advertising should state clearly that the individual (not his or her employer or organization) received the Medal. Similarly, if a subsidiary of a larger entity receives the Medal, all advertising should state clearly that the subsidiary (not the parent entity) received the Medal.

For example:

If an individual received the Medal, the name of the individual should be more prominent – in placement, size, and usage – than the employer/organization if the employer/organization unit is referenced.

If a subsidiary unit received the Medal, the name and logo of the subsidiary unit, rather than those of the parent unit, should be used whenever possible. If the parent entity's logo is used, text should be placed to assure that there is no confusion about whether the Medal was won by the parent or subsidiary.

When others, such as the parent entity, suppliers, or customers, are sponsoring the advertising or publicity, the text should indicate this connection to make it clear who won the Medal. The text should not imply that the advertising sponsor has a connection to the Medal.

Quotes from the parent entity's officers should not imply that an entire company – rather than the employee or subsidiary – won the Medal.

- Winners must clearly indicate the year in which the Medal was awarded.
- Photos or likenesses of, or statements by, the President, the Secretary of Commerce, or other government officials should not be used in advertising or publicity.
- Advertisements or publicity should not imply that winners were compared to their competitors during the Medal evaluation process. To avoid creating this impression, company logos or slogans that imply that the winner is better than its competitors should not be used in conjunction with Medal advertisements and publicity.

- Recipients should carefully review all Medal-related advertising and publicity to ensure accuracy. The responsible executives are encouraged to ensure this attention, including consultation among parent units, subsidiaries and public relations officials.
- When using the name “National Medal of Technology” and the Medal logo, the recipient must clearly indicate that they are Federally registered with the U.S. Patent & Trademark Office and that they are the property of the U.S. Department of Commerce. Such indication of registration should be in the form of the ® designation, including, where possible, the words “The National Medal of Technology® is a Federally registered trademark and service mark of the U.S. Department of Commerce.”
- The Medal trademarks and service marks are intended to be used by the Medal winners, the USPTO and the National Foundation for the National Medal of Technology. Others wishing to use the service mark should contact Medal Program Manager at (571) 272-8600.

The Medal design (the logo) may be used by itself, with the trademark registration “®” symbol to the upper right of it, or with the words “National Medal of Technology®” as shown.



If the recipient is a subsidiary, only the name of the last subsidiary may be used in conjunction with the Medal logo by itself.

The name of the recipient may be stacked on two lines below the Medal if desired.

The Medal should not be used in conjunction with specific product or service claims.

The typeface is FrodiSCTReg. The words “National Medal of Technology®” when used with the Medal logo are not to be positioned in any other order or typeface. The typeface used in the rest of the document should be something other than FrodiSCTReg.

The Medal is bronze in color with an antique finish. Therefore, a bronze color is strongly recommended for all reproductions of the Medal and logo.

- The Medal name or logo should not be used in advertising or publicity to imply any endorsement or formal connection between the National Medal of Technology® program and organizations that are hosting conferences, workshops, exhibits or other events, other than the actual sponsorship of the event itself, as appropriate.
- Companies are encouraged to bring questions regarding Medal-related advertising and publicity, and these guidelines, to the attention of the Manager of the Medal Program.
- Use of the Medal itself also carries certain restrictions.

Only Medal winners may reproduce the replica of the Medal to be used on mementos such as foil stickers. However, replicas and printed reproductions of the Medal cannot include the Presidential seal, which is on the reverse side of the Medal. Copies of the Medal may be produced with a plain reverse side, a duplicate of the front side, or a logo of the winning corporate unit.

If the corporate logo is used, it must state the year the Medal was won and the name of the employee/subsidiary/unit that won it.

The actual Medal cannot be reproduced.

These Guidelines are intended to facilitate use of the Medal name and logo in promotional activities. The Guidelines must be read in conjunction

with the terms and conditions of the Trademark License Agreement entered into between the parties. Questions regarding these guidelines and/or the Trademark License Agreement should be referred to the National Medal of Technology Program Manager at (571) 272-8600.

Please note that under the laws governing trademarks, strict control over the use of the Medal trademarks and service marks must be asserted in order to successfully maintain their validity. This control works to the interests of the recipient as well as the trademark owner. Maintaining the strength and validity of the marks ensures that the virtues embodied in and symbolized by the marks have not become diluted or diminished by misuse.