

How trademarks and trade names differ

What is a trademark?

A trademark is any word, name, symbol, design, or combination of these that identifies the source of your goods or services and distinguishes them from the goods or services of another owner. It provides legal protection for your brand.

- You register trademarks with the United States Patent and Trademark Office to secure nationwide ownership rights.

Examples of registered trademarks include:



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What is a trade name?

A trade name is simply the name of your business. Some people refer to them as "business names," "company names," "doing business as names," "DBA names," or "fictitious names."

- You register your trade names with your state to conduct business there.

Examples of trade names include:

APPLE INC.

NIKE, INC.

THE CLOROX COMPANY

See the reverse side to find out whether a trademark and a trade name can ever be the same.

Can a trademark and a trade name be the same?

Yes. They can be the same. It all depends on how and where they are used.

Trademarks are used to attract attention.

- They might include color or a design or use an eye-catching typeface.
- They might appear in a large size on the front of packaging for the goods.
- They might appear in a traditional trademark location on the goods, such as a label or hangtag.
- They might appear in a traditional location on a website for services, such as in the header at the top of the page.

Trade names are used to provide business information.

- They might include an entity designation, such as "LLC" or "Inc."
- They might appear as part of an address.
- They might appear with other informational matter and in the same size and typeface.
- They might follow the phrases "manufactured by" or "a division of."

It is your choice whether to use the same wording as both a trademark and a trade name.

For an example, see the packaging below. "Philly's Best Steak Company, Inc." appears as a trademark in the upper left corner and as a trade name in the bottom right corner.



THE PHILLY POUNDER

Premium Beef Sandwich Steaks

COOKING INSTRUCTIONS

1. Preheat frying pan to 375°F (high).
2. Break up steak into small pieces and place in pan.
3. While cooking, toss and stir with spatula for a few minutes until golden brown.

Raw beef products should be cooked to an internal temperature of 160°F.

Safe Handling Instructions

This product was prepared from inspected and passed meat and/or poultry. Some food products may contain bacteria that could cause illness if the product is mishandled or cooked improperly. For your protection, follow these safe handling instructions.

- Keep refrigerated or frozen. Thaw in refrigerator or microwave.
- Keep raw meat and poultry separate from other foods. Wash working surfaces (including cutting boards), utensils, and hands after touching raw meat or poultry.
- Cook thoroughly.
- Keep hot foods hot. Refrigerate leftovers immediately or discard.

Try Our Other Tasty Philly's Best Steak Products
Chicken Philly Sandwich Slices
&
Buffalo Chicken Philly Sandwich Slices
Visit us at www.phillysbeststeak.com

SERVING SUGGESTIONS

Philadelphia Style Cheesesteak

Cook Philly's Best Steak Beef Philly Sandwich Slices according to cooking instructions and serve on a fresh Italian roll. Add 3 slices of American cheese. Top with your favorite condiment.

Steak, Egg & Cheese Bagel

Toast your favorite style bagel and add cooked Philly's Best Steak Beef Philly Sandwich Slices, one fried egg and your favorite cheese.

Cheesesteak Stromboli

Pick up your favorite pizza dough and roll out on a sheet pan in the shape of a rectangle. Spread cooked Philly's Best Steak Beef Philly Sandwich Slices loosely over dough. Add shredded mozzarella cheese and Italian seasoning spices. Carefully roll dough into a loaf shape. Tuck the end of dough under loaf. Brush with olive oil and bake at 350°F for 20 - 30 minutes or until crust is golden brown. Serve with marinara sauce for dipping.



PROOF OF PURCHASE



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© PHILLY'S BEST STEAK COMPANY INC.
MADE IN THE U.S.A.

Nutrition Facts

Serving Size 4 oz. (112g)
Servings Per Container 4

Amount Per Serving	
Calories 120	Calories from Fat 50
% Daily Value*	
Total Fat 6g	9%
Saturated Fat 2.5g	13%
Trans Fat 0g	
Cholesterol 45mg	16%
Sodium 180mg	7%
Total Carbohydrate 1g	0%
Dietary Fiber <1g	2%
Sugars 0g	
Protein 16g	
Vitamin A 0%	Vitamin C 0%
Calcium 0%	Iron 0%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

Calories	
2,000	2,500
Total Fat	Less Than 65g 80g
Sat Fat	Less Than 20g 25g
Cholesterol	Less Than 300mg 300mg
Sodium	Less Than 2,400mg 2,400mg
Total Carbohydrate	300g 375g
Dietary Fiber	25g 30g

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS: BEEF, WATER, SOY PROTEIN CONCENTRATE, DEXTROSE, MODIFIED CORN STARCH, SODIUM PHOSPHATE, SALT, ISOLATED SOY PROTEIN, HYDROLYZED SOY PROTEIN, NATURAL FLAVORINGS.
CONTAINS SOY

Philly's Best Steak Company, Inc.
Yeadon, PA 19050