



125th Anniversary

INTERNATIONAL TRADEMARK ASSOCIATION'S TRADEMARK CHECKLIST

This *Trademark Checklist* has been compiled by the International Trademark Association (INTA) to assist authors, writers, journalists/editors, proofreaders and fact checkers with proper trademark usage. It includes listings for nearly 3,000 registered trademarks and service marks with their generic terms and indicates capitalization and punctuation.

Due to space limitations, it was not possible to identify all of the products or services for which many of these registered trademarks are used. In some instances only the item or service for which the mark is most well known or a product category description has been provided.

If a word is not listed, please contact INTA's **Trademark Hotline** by email tmhotline@inta.org, phone (212) 768-9886 or fax (212) 768-7796 - to access information with respect to spelling, style and generic terminology. INTA's Trademark Hotline, a free service for the media, is available weekdays (excluding holidays) between the hours of 2:00 and 5:00 p.m., Eastern Standard Time.

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Additional resources include the print version of the *Trademark Checklist*. Pop this handy reference into a binder and it goes ever where you go. Also available is the Trademark Proper Use Kit, which includes the *Trademark Checklist*, *The Official Media Guide to Proper Trademark Use*, a rotary card file for the Hotline, and various basic information sheets on trademarks - all in one folder. To order these please visit our Publications section at www.inta.org/pubs.

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A

A.1. steak sauce

AAA auto club services

AAirpass frequent traveler program

AArt Advantage frequent flyer program

ABC providing television, cable, radio and satellite programming services

Abdomenizer stationary apparatus for use in exercise

Above The Crowd franchising, real estate brokerage

Above The Rim athletic footwear and apparel

AC spark plugs, filters

Acco fasteners

Accupril coronary preparations (quinapril)

Accutane dermatological preparation (isotretinoin)

Accu Treat seed treatment machine

Ace elastic bandages
Acoustic Wave loudspeakers, music systems
Acrilan acrylic fibers
Acrobat computer programs
Acrylite acrylic sheet
Actibath bath tablet
Actifed antihistaminic preparation
Actigall gallstone dissolution agent
ActionBac carpet backing
ActionPacker containers
A and D emollient ointment
Adidas athletic clothing and footwear
Adiprene organic vulcanizable polymers
Admiral appliances
Adobe computer software
Adrenalin hemostatic preparation (epinephrine)
Advil analgesic (ibuprofen)
Aer Lingus air transportation services
Aeroshell lubricating oil
AFL-CIO affiliated labor organizations and their members
Afrin nasal decongestant
AFTA after shave lotion
After Eight confectionery
After Thoughts accessories stores
Agfa film, cassette tapes
Agree insecticide
Agree shampoo
AGS computer software and consulting services
AIG insurance, financial, healthcare and related services
Airbus aircraft
AirFlex industrial and marine clutches
Air Jordan footwear and athletic clothing
Airmax footwear
Airopak fluorinated plastic containers
Air-Pillo insoles
Airwalk athletic footwear
AIU insurance services
Ajax cleaning product
Alberto shampoo
Alcan aluminum food containers
Alcoa aluminum
Aleve analgesic (naproxen)
Alfa Romeo automobiles
Alfred Dunhill men's luxury products
Alico life insurance services
Alka-Seltzer antacid analgesic tablets
All-Bran cereal
All-Clad cookware
Allen wrenches
Allerest allergy relief medicine
Allergan eye and skin care products
AlliedSignal repairing and servicing of aerospace industries
Allink telecommunications equipment
All Star athletic footwear
Almaden wine
Alpine computer hardware and software

AltaVista search engine
Altoids peppermint lozenges
Amazon.com on-line ordering service
Ambrosia confectionery and other food items
Ambush insecticide
America Online on-line computer services
American AAdvantage Funds money market funds
American Cafe restaurant services
American Classic vinyl and aluminum siding
American Express charge card services (also **AmEx**)
American International insurance and related services
American League baseball entertainment services
American Park Network magazine publishing services
American Way in-flight magazine
Ameritech telecommunication services
Amoco chemical and petroleum products
AMP electrical connectors and terminals
Amtrak rail transportation services
Amway home care products
Anacin analgesics
Anafranil psychotropic preparation
Anandron pharmaceuticals
Anchor beer and other malt beverages
Anchor seed treatment fungicide
ANCO windshield wiper products
André sparkling wines
Anglamol chemical additive concentrates for lubricants
Anheuser-Busch beer
Animaniacs animated television program
Anne Klein, Anne Klein II clothing and accessories
Ansaid analgesic (flurbiprofen)
ANSO fibers
Answer pregnancy test kits
Ant Farm ant vivarium
Antibacterial Plus liquid soap
Anusol rectal relief ointment
Anvil apparel
A & P supermarkets
APG nonionic glycoside surfactant
Apple computers, products, equipment
Apple educational books
Apple Jacks cereal
Aprica baby strollers, infant clothing
Aquacoat aqueous polymer dispersions
Aquadag water-based graphite coating
Aquaflex contact lenses
Aquafresh toothpaste
Aqua-Lung underwater breathing apparatus
Aqua Net hair spray
Aquateric enteric coating for pharmaceutical tablets
Aqua Velva after-shave lotion
Araldite synthetic resin plastics
Arby's restaurants
Archie comic magazines
Archive magnetic cartridge tape drives
ARCO gasoline service station

ARGO corn starch
Aris gloves and scarves
Arm & Hammer baking soda, laundry detergent
Armor All multi-purpose protectant
Arrid antiperspirant/deodorant
Arrow liqueurs
AS/400 computer hardware and software
ASAP information services
Asian Garden seafood
Aspercreme ointment
Assured Stock Program inventory control services
Asterite dispersions for sanitary ware
Aston Martin automobiles
AstroTurf synthetic turf
AT computer
Atari video games and computers
Athalon sporting and traveling bags
Athletic X-Press athletic footwear and apparel stores
Atlas watches, clocks
AT&T telecommunication services
Audi automobiles
Audio-Animatronics electronic animated figures
Aunt Jemima breakfast foods
Aureomycin antibiotic
Aurora Pink daylight fluorescent colors, paints, lacquers
Auto Check auto service centers
Auto Color auto paints and bodyshop services
Autoharp zither type of musical instrument
Autolite spark plugs
Autophoretic deposited chemical coatings on metal
Auto Syringe medication infusion pump
Aveeno skin care products
Avia athletic footwear and apparel
Avicel cellulose, crystalline material
Avon cosmetics

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B

Babcock & Wilcox steam generators
Baby Alive dolls
BabyGap clothing and clothing stores
Baby Magic personal care products for baby
Baby Ruth candy
Bacardi rum
Baccarat crystal
Bac*Os bacon flavored protein bits
Baggies plastic bag
Baileys liqueur (also **Baileys Original Irish Cream**)
Bake-Off cooking and baking contests
Baker's Choice paper and aluminum baking cups
Bali brassieres and foundation
Ballantine's Scotch whisky
Ballatore sparkling wines

Ball Park franks
Balm Barr skin care lotion
Ban antiperspirant, deodorant
Banana Republic clothing, retail stores
Bandag tire retreading service
Band-Aid adhesive bandages
Bang & Olufsen radios, tape recorders, loudspeakers
Bank of Texas N.A. banking services
Ban Lon clothing
Banners books
Barbie dolls and accessories
Barcalounger recliners
Barclays banking and financial services
Barnes & Noble booksellers
Bartles & Jaymes wine coolers and flavored malt coolers
Barton & Guestier wine
BASF cassette tapes
Baskin-Robbins ice cream
Bass footwear
Batman cartoon character
Bausch & Lomb eyeglasses, contact lenses
Baxter pharmaceuticals, surgical supplies
Bayer aspirin (Note: Aspirin is a trademark in some countries, e.g., Canada.)
Beacon herbicide
Beanie Babies plush toys
Beano digestive aid
Beaulieu wines
Beautiful fragrance
Beck's beer
Beech-Nut baby food, candy, chewing gum
Beefaroni macaroni with beef in tomato sauce
Beefeater gin
Beetle automobiles
Bell telecommunications services
Bell Atlantic telephone and business directories, telecommunication services
BellSouth telecommunication products and services
Benadryl allergy, sinus, cold, headache medications
Bench Top hand tools
Bendix automotive parts, hydraulic apparatus
Bendix/King aircraft guidance controls
Benetton clothing, footwear, retail stores
Ben-Gay analgesic ointment
Ben & Jerry's ice cream
Benson & Hedges cigarettes
Bentley motor cars
Benylin cough syrup
Beretta guns, knives, tools, clothing
Bergdorf Goodman retail department store
Better Homes and Families publications
Better Homes and Gardens publications, videos, crafts, real estate services
Betty Crocker cake mixes, frostings
BFGoodrich service on automobiles, brakes, tires
Bianchi bicycles and parts
Bic pens, cigarette lighters, razors
Big Boy restaurants
Big Gulp soft drinks (also **Super Big Gulp**)

Big Mac hamburger sandwich
Big Red chewing gum
Big Wheel toy vehicles
Billy The Kid apparel
Birkenstock shoes, sandals
Bisquick baking mixes
Bissell detergent, vacuum cleaners
Bit-O-Honey candy
Bituthene waterproofing membrane for roadway repair
Black & Decker power tools, household appliances
Blackglama furs
Black Gold golf clubs
Blockbuster Video video rental service (also **Blockbuster**, **Blockbuster Videos**)
Bloomingdale's retail department store services
Blossom Hill wines
Blow Pop candy suckers with bubble gum centers
Blue Creek apparel
Blue Cross health care
Blue Ribbon beer
Blue's Clues preschool animated series
BMW automobiles, motorcycles
Bobcat machinery and equipment, rental and repair services
BOE chemical etchants
Boeing aircraft, computer programs, aircraft models, toys
Boggle word game
Boks footwear, apparel
Bolla wines
Bolta wall coverings, plastic sheeting
Bon Bons ice cream
Bonderite corrosion inhibiting chemicals
Boo Berry cereal
Boogie surfboards
Book-Of-The-Month Club books and book club services
Books In Print bibliographic reference work series
Books on Tape pre-recorded audio cassette tapes
Boone's Farm wines
Borden food products
Borland computer software
Bostik adhesives, sealing compounds
Boston Whaler boats
Botany apparel, yarns
BOTOX injections for pharmaceutical and cosmetic purposes
Bottle Master paperboard shipping cartons
BP gasoline
Bran Buds cereal
Brand Central appliance and electronic goods services
Bran'nola bread, cereal
Braun electric shaver, skin lotions, coffee makers
Breakfast Of Champions breakfast cereal
Breathalyzer alcoholic content measuring apparatus
Breyers ice cream, yogurt
Bridgestone tires
Bright & Early frozen concentrate
Brillo soaps, scouring pads
Brite floor polish
Bromo-Seltzer effervescent salt for headaches

Brooks athletic footwear and clothing
Brown Cow chocolate syrup for malted milks
Brownie cameras
Brut after shave lotion
Brylcreem hair dressing and tonic
Bubble Yum chewing gum
Bubblicious chewing gum
Buck hunting knives (also **Buck Knives**)
Bud beer
Bud Light beer
Budweiser beer
Bugles corn snacks
Bugs Bunny cartoon character
Buick motor vehicles
Bulb Booster fertilizer
Bullet drill bits
Bundtbaking pans
Burberry clothing
Burger King restaurants
Burroughs computer hardware, software
Busch beer
Busch Gardens amusement parks
Bushnell binoculars, telescopes
Bushwacker electric hedge trimmer
Buss electrical fuses
Buster Brown footwear
Busy multiple activity toys
Butler fabricated metal buildings, construction materials
Butterfly medical infusion sets
BV wines
BVD underwear, activewear
BYTE computer publications
BYTE computer publications

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C

Cabbage Patch Kids dolls
Cacharel clothing and accessories
Cadillac automobiles
Caladryl skin lotion for the relief of itching
Calgon bubble bath and bath oil
California Cooler wine and fruit juice cocktails
Cambridge stationery products
Camel cigarettes
Campbell's soups
CampBook camping information publications
Campfire marshmallows
Campho-Phenique antiseptic
Canadian Mist Canadian whisky
Candy Land board game
Can This Marriage Be Saved? magazine column
Canyon River Blues apparel
Capezio shoes

Cap'n Crunch cereal
Capoten antihypertensive (captopril)
Capri cigarettes
Capron nylon resins
Captain Morgan rum
Capture carpet cleaning equipment
Caravan passenger carrying vehicles
Cardinal apple brandy
Cardizem cardiovascular medical preparation (diltiazem)
Carefree chewing gum
Car-Freshner cleaning and polishing pads
Carnation evaporated milk
Carnival book club services
Carnival cruises (also **Carnival Cruise Lines**)
Carousel slide projectors
Carpet Science carpet cleaning preparation
Carrera automobiles
Carrier air conditioners, furnaces
Carte Blanche credit card services
Carter's Little Pills laxative
Cartier jewelry
Cartwheel Books children's books
Casa Bonita restaurants
Cashmere Bouquet soap, perfume, powders
Casual Corner women's clothing stores
Cat tractors, machinery
Cataflam analgesics (diclofenac)
Catapult athletic footwear
Cat Chow pet food
Caterpillar tractors, machinery
CAV nozzles, filters, pumps
CBS television broadcasting services
Cefizox antibiotic preparation
Celanese yarns, fabrics
Celcor ceramic filters
Celeste pizza
Centrax tranquilizer
Centrum vitamins
Century 21 department store
Century 21 real estate brokerage services
Cepacol mouthwash
Cepastat lozenges
Certs breath freshening mints
Cessna airplanes
Champion clothing
Champion printing and publication paper
Champion spark plugs
Chanel clothing, accessories, perfume, cosmetics
Channeling elevators and software
Chapman anti-theft devices for vehicles
Chap Stick lip balm
Charge automobile additives
Charger electric lanterns and batteries
Charles of the Ritz fragrances
Checker automobile and truck services
Chedarella cheese

Cheerios breakfast cereal
Chee-tos cheese flavored snacks
Cheez Doodles cheese flavored corn puffs
Cheez-It crackers
Cheez Whiz processed cheese spread
Chef Boyardee prepared entrees
Cherry Garcia ice cream flavor
Chevrolet motor vehicles
Chevron petroleum products
Chia Pet planters
Chicken McNuggets breaded chicken nuggets
Chiclets chewing gum
Chippendales entertainment services
Chipwich ice cream sandwiches
Chiquita fresh fruit, fruit juices
Chivas Regal Scotch whisky
Chloé fragrances
Chloraseptic sore throat medication
Chloromycetin antibiotic
Chlor-Trimeton allergy medication
Chock full o' Nuts coffee
Choc-ola chocolate flavored drink
Chocolate Cow chocolate flavored drink
Chris-Craft boats, marine runabouts
Christian Dior perfumes and cosmetics
Chuck E. Cheese entertainment and restaurant services
Chuck Taylor footwear
Chunky candy bars
Chunky Monkey ice cream flavor
Cibachrome photographic chemicals
CICS/Express database software
Cinch Sak plastic trash bags
Cinemax premium or pay television services
Cineplex multi-auditorium movie theaters
Cinn*A*Burst chewing gum
Cinnamon Toast Crunch cereal
Cinzano wines
Citibank banking services
Citicorp financial services
Citroën automobiles and parts
CK One eau de toilette
Clamato cocktail
Clarins toiletries, cosmetics, fragrances
Classic automobiles
Classic Black writing instruments and accessories
Classic Car Wash car wash services
Classico pasta and sauces
Claymation animated motion picture services
Clearasil acne medication products
Clear Eyes eye drops
ClearTint colorants
Clicquot-Club ginger ale
Clif Bar sports energy food bar
Cliff's Notes study guides
Cling Free anti-static fabric softener
Clinique skin care products

Clorets breath mints, gum
Clorox bleach, cleansers
Close-Up toothpaste, shave cream
Clydesdale beer
CNK paperboard
CNN cable television broadcasting services
Coach bags, leather goods
Cobra hand tools
Coca-Cola soft drinks, syrup
Cocktails for Two prepared cocktails
Coco fragrance products
Cocoa Classics cocoa mix
Cocoa Krispies cereal
Cocoa Puffs cereal
Cointreau liqueurs, cordials, cakes, chocolates
Coke soft drinks, syrups
Cold Generator refrigeration machines
Coleman stoves, camping equipment, spas
Colorforms interchangeable sticker toy
ColorPro plotters
Combat insecticides
Command pesticide
Common Sense cereal, waffles
Compaq computers, peripherals
Compass seafood
Complete cereal
Congoleum floor, wall and counter top surfaces
Connie footwear
CONS footwear
Contac cold and allergy remedy
Con-Tact self-adhesive coverings
Contel telecommunication services
Converse athletic footwear and apparel
Converted rice
Convertible vacuum cleaners
Coolerator air conditioners, refrigerators, dehumidifiers
CoolMax performance fabrics
Cool Ranch flavoring for corn chips
Cool Whip dessert topping
Cooper electrical wire and cable
Coors beer
Coppertone sun care products
Corbase trademark searches
Corbin Russwin architectural hardware, locks, bolts
Cordon Rouge champagne
Corelle glass tableware
Corex glass
Coricidin cold preparations
Corning Ware baking cookware
Corn Pops cereal
Correctol laxative
Corsearch trademark research service
Cor-Ten steel
Cortisporin antibacterial preparation
Cortone cortisone acetate tablets
Corvette sports cars

COSMOS package tracking system
Count Chocula cereal
Country Home magazine and books
Country Morning butter and margarine blend
Courvoisier cognac
Covitol vitamin E concentrate
Cracker Jack candied popcorn
Cracklin' Oat Bran cereal
Crack'N Peel flexible web stock for making labels and signs
Craftmatic adjustable bed
Craftsman hand tools, lawn and garden equipment
Craftways magazines
Craisins sweetened dried cranberries
Crash Dummies toy action figures
Crayola crayons
Cream of Wheat hot cereal
Creamsicle frozen confections
Creamy Deluxe frosting
CreataCard customizing greeting cards
Cremora non-dairy coffee creamer
Crescent adjustable wrenches
Crescent Breakfast sandwiches
Creslan acrylic fiber
Crest toothpaste
Crisco shortening, cooking oil
Crispers ! frozen french fried potatoes
Crispix cereal
Crispy Critters cereal
Cristal Champagne wine and spirits
Crock-Pot electric cooking appliance
Cross writing instruments and accessories
Cross Townsend writing instruments and accessories
Croutettes toasted bread cubes
Crowne Plaza hotels, resorts
Crown Royal Canadian whisky
Cruvinet wine dispenser
CRYO-QUICK liquid nitrogen freezers
Cryovac packaging materials and plastic films
Crystal Clean deodorant
Crystal Color plastic film
Crystal White detergent
C-SPAN entertainment services
Cuisinart food processors
Cup-a-Soup instant soup mixes
Curad adhesive bandages, first aid products
Cure 81 hams
Curity skin care and urological products
Custom Gard insurance underwriting
Custom Royale apparel
Cutler-Hammer electrical components
Cut-Rite waxed paper
CVS retail drugs, beauty aids and sundry goods
Cybox rehabilitation and sports equipment
Cycle dog food
Cyclone fences

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D

Dacron polyester fiber
Daffy Duck cartoon character
Dag lubricants containing graphite
Dairy Ease digestive aid
Dairypak milk and beverage cartons
Dakota gun and ammunition
Dalmane hypnotic preparation
Dannon yogurt
Dansk flatware, stemware
Danskin bodywear, hosiery
Datapro publications
Day-Glo inks, paints, pencils
Day & Night air conditioners, furnaces
DayQuil multi-symptom cold medicine
Day-Timer time planner, stationery, software
Dayton tires
DB2 database management software
DC-10 airplanes
d-Con insecticides, rodenticide
Deal-A-Meal weight loss program kits
Decora glass blocks for architectural use
Defend insecticide and ectoparasiticides
Delaware Heart Institute provision of medical services to heart patients
Delco radios, cd players for motor vehicles
Del Monte food products
Delo lubricating oils and greases
DeLonghi appliances
Delta Air Lines air transportation services
Demerol analgesic and antispasmodic
Demulen pharmaceutical preparations
Denny's restaurant services
Dentagard toothbrushes
Dentyne chewing gum
Depend incontinence garments
Depo-Provera contraceptive
Desenex antifungal preparations
Desitin medicated ointment
DeskJet printers
DeskManager computer programs
DeskScan computer programs
DeskWriter printers
Devil Dogs cakes
Devonsheer melba toast and other bread products
DeWALT power tools, battery chargers
Dewar's Scotch whisky
Dexedrine appetite suppressant
DHL courier services
Dial soap
Dialog information retrieval system
Diamond aluminum foil
Diamond Crystals salt

Diaparene skin cleansing preparations
Diaper Genie containers for disposing "sanitary" products
Dictaphone voice processing products
DieHard batteries
Diet-Rite soft drinks
Di-Gel antacid tablets
Digital computers
Dilantin anticonvulsant preparation (phenytoin)
Dilaudid analgesic
Dimetapp decongestant and analgesic
Diners Club credit card services
Dinty Moore stews
Dior perfumes, cosmetics, clothing and accessories
Dippity-Do styling gel
Direct/Reflecting loudspeaker systems
Discman portable compact disc players
Discovery Channel cable television broadcasting network
Disneyland amusement park
Disposall food waste disposer
Dixie paper cups
Dodge automobiles
Dog Chow pet food
Dolby signal processing systems
Dolby Surround audio visual stereo equipment
Dolce & Gabbana clothing, eyeglasses, cosmetics
Dole vehicular temperature controls
Dole canned fruit
Domino's Pizza restaurants
Dom Pérignon champagne
Donna Karan clothing, retail store services
Donzi boats
Dopp Kit travel kits
Doral cigarettes
Doritos tortilla chips, cracker crisps
Doublemint chewing gum
Double Your Pleasure chewing gum
DoveBar ice cream confections
Dr. Brown's soft drinks
Dr. Denton's clothing, toys, coloring books
Dr. Martens shoes
Dr Pepper soft drinks
Dr. Scholl's footcare products
Dracon telephone equipment
Draftmaster computer peripherals
DraftPro computer peripherals
Dragnet pesticide
Drake's bakery products
Dralon synthetic fiber
Dramamine motion sickness preparation
Drambuie liqueur
Drano drain opener
Dream Vacation packaged vacation trips
Dril-Kwick self-tapping screws
Dristan decongestant
Drixoral allergy medication
Drumstick ice cream

Drygas gasoline additive
Dual herbicide
Duck bathroom cleaners
Duke Nukem toys and games
Dulux paints, enamels, varnishes
Dumpster trash containers, hoisting units
Dune perfumes
Dungeons & Dragons game, novels, clothing
Dunkin' Donuts doughnuts, restaurants
Duodozen paperboard cartons
Duplo plastic pre-school toys, building blocks
Du Pont chemicals, fibers
Duracell batteries
Dura Cushion agricultural disk harrow
Dura-Flex machine bearings
Dura-Max grader blades
DuraSoft contact lenses
DUROCK cement board
Dustbuster portable vacuums
Dutch Masters cigars
DVITS video communications equipment
Dymo embossing tools and tapes
Dyna-Band exercise equipment
Dyna*Kids footwear
Dynamic golf club shafts

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E

Eagle snack foods
Eagle tires
Eames furniture
Earth footwear
Earth Grains bakery products
Easy-Bake toy oven
Easy Living paint
Easy-Off oven cleaner
Easy Spirit footwear
Eaton vehicle components
Edensoy soy beverage
Edge shaving gel
EDI*NET telecommunication services
Edison lighting fixtures
EDS computer services
E! Entertainment Television television programming services (also **E!**)
Efferdent effervescent denture cleanser
Efidac/24 cold, allergy tablets
Eggo waffles
E & J brandy
Ektachrome photographic film
Electrolux vacuum cleaners and parts
Elevators men's shoes
Ellesse footwear and apparel
Elmer's adhesives, glue

Elu power tools
Emanuel Ungaro clothing, eyewear, jewelry
Embassy Suites hotel services
Emerson radios, stereos, televisions
Emhart fasteners
EMLA anesthetics (lidocaine and prilocaine)
Empirin analgesic and antipyretic agent
Energizer batteries
Energol lubricating oil
Energy Wave athletic footwear
Enrich nutritional beverages
Ensure nutritional beverage, vitamins
Entenmann's bakery goods
Epcot amusement and entertainment park services
Epibond adhesives
Epon synthetic resin
Eponex synthetic resin
Epson printer ribbons, scanners
Equal sweetener
Equity personal computers
Erector toy construction sets
Ernest & Julio Gallo wines
Erythrocin antibiotic
Escal-Aire escalators
ESPN cable television broadcasting services
Esprit clothing and accessories
Esselte office supplies
Essex wallcovering
Estate home appliances
Estée Lauder cosmetics, fragrances
Estraderm hormone deficiency preparation
Etch A Sketch toy drawing screens
ETS computer programs in research and test development
Eudora computer software for E-mail
Evan-Picone shoes, clothing and accessories
Evenflo infant bottles
Eveready batteries
Everlast sporting goods
Eversoft lotion
Everstart automotive batteries
Evian bottled water
Evinrude outboard motors
Evista pharmaceutical preparation for bone disease (alendronate)
Excedrin pain reliever
Excite on-line computer services
Exercycle stationary bicycles
Exerflex footwear
Exersole footwear
Ex-Lax laxative
Expert Eyes cosmetics
Express Mail overnight and international delivery services
Extra chewing gum
Extra Value Meal restaurant services
Exxon petroleum products

F

Fa soaps, skin-care products
Fabergé toiletries
Fahrenheit perfumes, toiletries
Family Planning International Assistance family planning services
Fanggs earthworking machine teeth
Fanta beverage
Fantastik spray cleaner
FAO Schwarz toy store
Farm Plan credit services
Favor furniture polish
Federal Express overnight and international delivery services (also **FedEx**)
Feen-a-mint laxative
Ferrari automobiles
Fetzer California wines
Fiberglas yarns, fibers, insulation
Fiber Plus dietary fiber supplement
Field of Dreams retail gift store, clothes
Fig Newtons biscuits
Figurines diet bars
Fila footwear, clothing
Filene's retail department store
Filet-O-Fish sandwiches
Filofax planners
Fimo modeling clay
Fin-Fan heat exchangers
Firehawk tires
Firestone tires
First Foods baby foods
First Response pregnancy test kits
First Things First adolescent pregnancy prevention services
Fisher-Price toys, juvenile products, clothing, footwear
Fisons pharmaceuticals
Five Alive beverage
Flagyl anti-infective drug (metronidazole)
Flair writing instruments
Fleischmann's margarine, yeast
Flexeril (cyclobenzaprine HCl) tablets
Flexible Flyer sleds
Flexzone antioxidant and antiozonant
Fluon synthetic resins
Fluorigard anti-cavity dental rinse
Foamaster defoamer
Foamglas insulation
Foamy shave creams
Folgers coffee
Footaction athletic footwear
Foot Locker athletic footwear and apparel stores
Formica laminated plastic
Formula 409 glass and all purpose cleaner
Fortune 500 annual listing of companies

Fosamax medical preparation for bone disease (alendronate)
Foster's lager, beer
Fotomat retail drive-in photographic supply store services
FOX cable and television broadcasting services
FoxPro database software
Franco-American gravy, pasta
Frangelico liqueurs, candy
Franken Berry cereal
Frappuccino coffee, shakes, ice cream
Freedent chewing gum
Freelance Graphics computer software
French's mustard
Freon refrigerant
Fresca soft drink
Fresh Step cat litter
Fresh-Trak re-closable zippers for packaging
Frialator frying equipment
Frigidaire appliances
Frisbee flying discs
Frito-Lay snacks (also **Frito-Lay's**, **Frito Lay**)
FrontPage computer software
Froot Loops cereal
Frosted Mini-Wheats cereal
Frozfruit frozen confections
Fruit & Fibre cereal
Fruitful Bran cereal
Fruit Of The Loom underwear, activewear, daywear
Fruitopia fruit drinks
Fruit Roll-Ups fruit rolls
Frusen Glädjé ice cream
Fry Baby electric deep fryers
FryDaddy electric deep fryers
FTD florist delivery services
Fudgsicle fudge pops, confections
Fuller truck transmissions and parts
Fun Pak cereals
Funyun onion flavored snacks
Futura vacuum cleaners
Future acrylic floor polish

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G

Gaines dog food
Gallo wines
Game Boy computer video game
Game of Life board game
Gant apparel, eyewear
Gap clothing
Gap Kids clothing and clothing stores
Gatorade thirst quencher
Gauloises cigarettes
GelBond plastic film to support a gel
GelStar cellulose crystallite material

Gemini adsorptive separation systems
General Electric communication, financial and banking services (also **GE**)
Gentle Touch soap
Geo automobile
Georges Marciano clothing, eyewear, watches
Georgia-Pacific paper products
Gerber baby food
Geritol vitamin supplement
Get A Piece of the Rock insurance and financial services
Getaway air transportation services
G.I. Joe action figures
Gilbert various types of paper
Gillette toiletries, razors
Gilsonite uintaite hydrocarbon resin
Ginsu knives
Giorgio Armani clothing line
Girling brakes for vehicles
GLAD plastic wrap and bags
Glade air fresheners
Glare laminates
Glass Mates cleaning wipes
Glock gun
GM motor vehicles
GMAC motor vehicle financing
GMC motor vehicles, trucks
GNS telecommunication services
Godiva confectionery goods, liqueurs
Godzilla films, toys, games
Going to the Game! apparel stores
Golden Grahams cereal
Goldfish crackers
Gold Medal flour
Gold Medallion real estate brokerage services
Gold Top mantles for lanterns
Golf automobiles
Goobers chocolate covered peanuts
Good Housekeeping Seal of Approval certification **Good Humor** ice cream
Good & Plenty candy
Goodyear tires, blimp
Gordon's gin and vodka
Gore-Tex water repellent fabric, outerwear
Gorham china, silverware, stemware, crystal
Got Milk? Milk Association slogan
Graduate Record Examinations tests, educational software (also **GRE**)
Graduates toddler foods
Grand Marnier cordials
GrandMa's cookies
Grand Ole Opry country music program
Grape-Nuts cereal
GravyMaster seasonings
Great Expectations pensions
Great Lash mascara
Great Outdoors book club services
Great Start font and font cartridges
Green Giant vegetables
Greyhound bus services

Gripco fasteners
GTE telecommunication and information services
GTI automobiles
Gucci leather goods, watches
Guess? clothing, watches, bags
Guinness stout, beer and lager
Gulf petroleum products
Gyne-Lotrimin vaginal antifungal

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H

H2OH! citrus flavor sparkling water
Häagen-Dazs ice cream
Habitrol anti-smoking preparation
Hacky Sack foot game with bag
Halcion tranquilizer (triazolam)
Haldol tranquilizer (haloperidol)
Hallmarkgreeting cards
Halls cough drops
Halo lighting fixtures
Halon thermoplastic resins
Hamburger Helper packaged dinner mixes
Hampton Inn hotel services
Handi-Pak cereals
Handi Wipes towelettes
Handi-Wrap plastic film
Handsaver household rubber gloves
Handycam camcorders
Hanes underwear, hosiery, activewear
Happy Meal dinners
Happy Strips bandages
Hardee's restaurants
Hard Rock Cafe restaurants, promotional paraphernalia
Hardwick appliances
Harlequin books
Harley-Davidson motorcycles (also **Harley**)
Harp lager
Harrah's hotel and casino
Harris electronic equipment
Hartford insurance services
Hartmann leather goods, namely luggage, business cases
Har-Tru tennis court surface material
Hart Schaffner & Marx clothing
Harveys Bristol Cream wines, baked goods
Hasselblad cameras
Havahart pet supplies, namely metal animal houses
Have it your way hamburger slogan
Havoline motor oils, oil and air filters
Hawaiian Punch fruit juice drinks
Head & Shoulders dandruff shampoo
Health magazine
Healthy Request soups, sauces
Healthy Treasures frozen seafood

Hearty Burgundy wines
Heath candy bars
Hefty plastic bags and plates
Heimlich Maneuver anti-choking first-aid technique
Heineken beer
Heinz ketchup, canned goods, baby food
Hellmann's mayonnaise, salad dressing
Hemofil antihemophilic factor (human)
Hennessy cognac brandy
Hermès retail stores
Hershey's candy bars, chocolate, syrup toppings
Hershey's Kisses chocolates
Heublein cocktails
Hewlett-Packard computer programs
Hey, You Never Know lottery service slogan
Hi-C beverages
Hickey-Freeman clothing and accessories
Hidden Valley Ranch salad dressings
Hide-A-Bed sofa beds
Hi-Liter highlighting markers
Hitachi electrical apparatus
Hobart cooking devices
Hobie Cat sailboats
Ho Hos snack cake
Holiday Inn hotels
Hollofil synthetic fiber
Holly Hobbie dolls
Home Cookin' soup
Homeowners' Do-It-Yourself book club services
Home Shopping Network cable shopping services
Hometown Pride Awards educational and promotional services
Honey Baked Ham gourmet ham
Hooters restaurant and cocktail lounge services
Hoover vacuums, carpet cleaning electrical appliances
Horizon spas
Hormel food products
Hostess bakery goods
HotBot on-line computer services
Hotmail electronic mail services
Hotpoint household appliances
Hot Wheels toy cars and accessories
Hot Wings chicken
Howard Johnson hotels and restaurants
HTH pool products
Hubba Bubba chewing gum
Hudson fans and heat exchangers
Huggies disposable diapers, baby wipes
Hula-Hoop plastic hoops
Humvee trucks
Hungry-Man frozen meals
Hunt's tomato barbecue sauces
Hush Puppies shoes and clothing
Hyatt hotel services
Hydraloe skin care creams
Hydrocortone hormonal allergy treatment

Hy-Gard lubricating and hydraulic oil
Hyjet fire resistant aircraft hydraulic fluid

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I

IBC soft drinks
IBEAR educational services
IBM computer hardware and software
ICI chemicals, paints, explosives
Igloo insulated water coolers
IKEA furniture
IMAX motion picture theaters
Immunopure chemicals
Imodium anti-diarrheal, AD
Improv computer software
INCO nickel and alloys
Inco-Weld welding products
Inderal cardiac depressant (propranolol)
Indicator toothbrushes
Inflate-All portable air compressors
Inglenook wines
IN/MAX franchising, insurance brokerage
Inocor cardiotonic agent
Instagreen fertilizer
Instamatic cameras
Intal antiasthmatic (cromolyn sodium)
Intel Inside microprocessors
Intellipath telecommunications services
International trucks, engines
International Nickel non-ferrous metals and alloys
INTERPLAK electric toothbrush
Irish Mist liqueur
Irish Spring toilet soap
Isomil infant formula
Isotoner gloves
Isotron refrigerant
It beats—as it sweeps—as it cleans vacuum cleaner slogan
It's The Experience real estate brokerage
ITT hotel and restaurant services
Ivory soap, shampoo, dishwashing liquid
Ivory coating for confections
Izod apparel

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J

Jack Daniel's Tennessee whiskey
Jack in the Box soft drinks, sandwiches, restaurant services
Jack Purcell footwear
Jacuzzi therapeutic whirlpool baths
Jägermeister liqueurs

Jaguar automobiles
Jameson Irish whiskey
Jams shorts, swim trunks
JanSport sporting goods
Jarlsberg cheese
Java computer program
Jaws of Life rescue tools
Jazzercise dance exercise services
JCPenney retail department store and catalog services
J.Crew clothing, stores
Jean Paul Gaultier clothing
Jeep all-terrain vehicles
Jekel California wines
Jell-O gelatin, pudding
Jelly Belly jelly beans
Jenn-Air kitchen appliances
Jergens soaps, lotions, face cream, body wash
Jerky Treats dog food
JetPaper computer printer paper
Jet Ski personal watercraft
Jetta automobiles
Jheri Redding hair products
Jiffy plastic garment bags
Jiffy Pop popcorn
Jim Beam whiskey
Jimmy Dean processed meats
Jockey underwear
Jogbra brassieres
John Deere tractors
Johnnie Walker Scotch whisky
Johnson outboard motors
Johnson's baby shampoo, oil, powder, lotion
Johnson's floor care products
Jolt soft drinks
Jordache jeans, clothing
Jox footwear
Juicy Fruit chewing gum
Juicyfruits candy
Jumbo Jack hamburgers
JumboTron large screen tvs
Junior mints
Junior Scholastic magazine
Juno Internet on-line services
Just Do It. Nike slogan
Just Right breakfast food

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K

K2r spot-lifter
Kahlúa coffee liqueur
Kahn's meats
Kaliber non-alcoholic lager
Kal Kan pet foods

Kaopectate medicinal preparation for intestinal dysfunction
Karate insecticide
Karl Lagerfeld clothing, eyewear, jewelry, fragrances
Karmann auto bodies
Karo syrup
Kay-Bee Toy Stores toy, hobby and craft store services
K.C. Masterpiece barbecue sauce
Keds athletic footwear
Keepsake calendars
Kellogg's breakfast foods
Kelox fasteners
Kelvinator electrical appliances
Kempore blowing agent
Kendall industrial fuels, lubricating oils
Ken-L Ration pet food
Kenmore home appliances
Kentucky Fried Chicken restaurants (also **KFC**)
Kevlar aramid fibers
Kewpie doll
KGRO gardening products
Kibbles 'n Bits dog food
Kids Foot Locker children's athletic footwear and apparel stores
Kids Mart children's apparel stores
Kids & More children's products and department store
Kids "R" Us children's clothing stores
Kid Stuff baby wipes
KidVantage retail department store
King of Beers beer
Kingsford charcoal briquets, lighter fluid
Kinko's photographic reproductive services
Kinney family shoe stores
Kirk Stieff silverware, flatware, hollowware, jewelry
Kirsch drapery hardware and custom window coverings
KitchenAid home appliances
Kitchen Bouquet browning and flavoring sauce
Kit Kat candy bars
Kitten Chow pet food
Kitty Litter cat box filler
Kiwi shoe polish
Kix cereal
K-Kote fertilizer
Klear floor wax
Kleenex tissues, napkins
Kliegl lights
Kmart retail store services
Knoll office furniture
Knorr soups, bouillon, sauces, dressings
Knowing fragrance
Know When To Say When promoting public awareness for responsible consumption of alcohol
Kodak cameras, film
Konica cameras, film, business machines
Kool cigarettes
Kool-Aid soft drink mixes
Ko-Rec-Type correction fluid
Kotex sanitary napkins, tampons
Kouros fragrances, cosmetics, toiletries

Kraft cheeses, macaroni and cheese
Krazy Glue adhesives
K-Resin synthetic resins
Krispy Kreme restaurant services, doughnuts
Kromekote drum finished paper
Krug champagne
Krunchers! potato chips
K-Swiss shoes
KWiK'N EZ glass block installation system
Kwikset door hardware
K-Y lubricating jelly

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L

Labatt's beer
La Choy oriental style foods
La Corona cigars
Lacoste clothing, shirts, luggage
Lactaid dietary aid
Ladies' Home Journal magazine
Lady Foot Locker women's athletic footwear and apparel stores
Lady's Choice antiperspirant/deodorant
Lady Speed Dry antiperspirant/deodorant
Lady Speed Stick antiperspirant/deodorant
L.A. Gear athletic footwear and apparel
Lalique crystal
Lamborghini automobiles
Lancers wines
Lancôme cosmetics
Land Cruiser all-terrain vehicles
Land O Lakes dairy products
Land Rover automobile
Lands' End clothing, catalogues
Lanier office products
Lanoxin medical preparation for heart disease
LAN Times publications
Lark gun
Lark luggage
LaserJet printers
LaserWriter computer printers
Lassale watches
Laundromat self-service laundries
Lava lamps
Lay's potato chips
La-Z-Boy recliners
LC-65 contact lens cleaner
Lean Cuisine frozen prepared entrees
Leaps & Bounds entertainment and educational services
Learjet airplanes
Lectric Shave pre-shave lotion
Lectro-Salt electrolytes
Lee artificial finger nails
L'eggs hosiery

LEGO plastic construction toys
Leisure campstoves, heaters and lanterns
Le Menu frozen meals
Lender Express mortgage services
Lenox china, crystal, lighting, linen, ornaments
LensCrafters optical stores
Lenskeeper contact lens case
Lens Plus contact lens care solutions
Le Sportsac handbags
Lestoil liquid cleansing composition
Let's Find Out magazine
Leukeran pharmaceutical preparation (chlorambucil)
Levasole anthelmintic
Levi's jeans, sportswear
Levolor horizontal and vertical blinds
Lexan synthetic resin
Lexis computer assisted research services
LHJ magazine
Libby's fruit, fruit juices, vegetables
Liberty Ale malt beverages
Librium psychotherapeutic agent
Lifecycle stationary bicycles
Life Savers candy (also **LifeSavers**)
Life Stride footwear
Life Styler exercise equipment
Light & Lean luncheon meats
Light 'N Juicy beverage
Light n' Lively dairy products
LINC computers, software
Lincoln Logs construction toys
Linens 'n Things retail houseware store services
Lipton teas, soups
Liquid Paper correction fluid
Liquid-Plumr drain opener
Liquifilm wetting solution
Liquore Galliano liqueur
Listerine antiseptic mouthwash
Listserv electronic mailing list
Little Caesar pizza
Little Charlies pizza
Little Debbie cakes, cookies and pies
Little League Baseball baseball sports services
Little Sizzlers pork sausage
Little Tikes children's toys and furniture
Living women's underwear, household rubber gloves
Livingston Cellars wines
LIX liquid ion exchange reagents
L.L. Bean clothing, catalogues
Loafer shoes
Loctite sealant
Loestrin contraceptive tablet
Lomar dispersing agents
Lomotil anti-diarrhea medication
Looney Tunes cartoons
Lopressor anti-hypertensive
L'Oréal hair color, cosmetics

Lorus watches, clocks
Lo-Salt seasoning
Lotus automobiles
Lotus computer programs
Lotus Notes workgroup computing software
Louis Vuitton luggage, purses
Love My Carpet rug and room deodorizer
Lowe boats
Löwenbräu beer
Lubrizol lubricating oils
Lucite synthetic resin, paints
Lucky Charms cereal
Lucky Strike cigarettes
Luminal hypnotic, sedative
Lumirror polyester film
Lunchables packaged combination meats and cheeses
Lurex yarn
Luvs disposable diapers
Lycos on-line computer services
Lycra spandex fibers
Lysol disinfectant sprays and cleaners

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M

Maalox antacid
Mac computer
Mace tear gas, pepper and dye spray weapons
Macintosh computers and computer equipment
Mack trucks
Macor glass ceramic materials
Macromelt hot melt adhesives
Macy's department stores
Magic 8 Ball toy fortune telling apparatus
Magic Chef appliances
Magic Kingdom amusement and entertainment park services
Magic Marker felt-tipped pens
Maglite flashlights
Magna cigarettes
Magna Doodle drawing toy
Magnum revolvers
Maidenform foundation garments
Mailgram message delivery services
Mainframe retail store services
Major League Baseball sports entertainment services
Maker's Mark bourbon whiskey
Mallomars biscuits
Mapper computer software system
MapQuest on-line access to geographic information
March software
Marie's salad dressings
Marimekko clothing
Mark seafood
Mark X cooling system

Marlboro cigarettes
Marlboro Lights cigarettes
Marlex polymers
Marmite vegetable extract
Marriott Hotel hotel services (also Marriott Hotels)
Marriott Marquis hotel
Mars candy bars
Marshalls clothing and domestic goods
Marshmallow Fluff spread
Marshmallow Treats printed recipes
Marvel comics
Marvella jewelry
Mary Jane candy
Mary Kitchen hash
Maserati automobiles
Masonite hardboard products
Massengill feminine hygiene products
Master locks
MasterCard credit card services
Master Craft boats
Masters of the Universe toy figures
Mastic building products
Matchbox miniature die-cast toy vehicles
Match Light charcoal briquets
Matrimid polyimide resins
Mattel toys
Max Factor cosmetics
Maximum apparel
Maybelline cosmetics
MaynStream computer tape drives and computer software
Mayo Clinic health and medical services
Maytag appliances
Mazola cooking oil, margarine
MC2 computer programs
MCA marketing and publicity services, entertainment service, restaurant and hotel service
McChicken sandwich
McCoy pottery
McDonald's restaurants
McGregor apparel
Mead paper related products
Meals-On-Wheels food services
Meat Lover's pizza
Meaty Bone dog food
Medalist broadcast equipment
Medic Alert bracelets, medical information services
Mega Bloks construction toys
Meisterstuck writing instruments
Melinar plastics
Mello Yello beverage
Meloripe fresh fruit
Mennen personal care products
Mensa administering intelligence tests, research
Mentholatum ointment
Mercedes-Benz automobiles
Mercurochrome antiseptic
Metamucil laxative

Metasys facilities management system
Metglas amorphous alloy
Metric Resources financial services
MET-Rx nutritional supplements
Metton liquid molding resin
MIC insurance
Michelin pneumatic tires
Michelob beer
Microballoons synthetic resins
Micro Channel computer databases and operating programs
Micro/Pettor disposable pipettes and holders
Micro Scan system for bacteria identification
Micro-Sipe tire tread rubber
Microsoft computer software and hardware
Midas automotive repair services
Midas financial applications software
Midol headache remedies
Midwest Living magazine
Milka chocolate, candy
Milk-Bone dog biscuits
Milk Duds candy
Milky Way candy bars
Miller beer
Milliken textiles, carpets and chemicals
Millionaire after shave lotion and cologne
Minute instant rice and tapioca
Minute Maid beverage
Minwax wood care products
Miracle-Gro plant food
Mirror insulation
Mister Softee trucks and ice cream
Mixmaster food mixers
M&M's candy
M'm! M'm! Good! soup
Mod-Podge adhesive, protective and decorative glue
Moët & Chandon champagne
Moistrite paper
Moisture Block silicone grease
Moisture Whip cosmetics
Molly fasteners
Molson beer, ale
Monet jewelry, eyewear
Monokote fireproofing material
Monopoly real estate trading board game
Montblanc writing instruments
Monte Cristo cigars
Monterey Jack's restaurant services
Moon Pie marshmallow sandwiches
Mopar automobile services and parts
Mop & Glo floor cleaner
More cigarettes
Most Like Mother baby bottles and pacifiers
Motel 6 motel services
Motorola apparatus for telecommunication systems
Motrin analgesic (ibuprofen)
Mountain Dew soft drink

Moussy non-alcoholic beer
Mr. Bubble bubble bath
Mr. Clean all-purpose cleaner
Mr. Coffee coffee maker
Mr. Goodwrench automotive parts and services (also **Goodwrench**)
Mr. Muscle oven cleaners
Mr. Peanut snack foods
Mr. Pibb beverage
Mr. Potato Head toy kit
Mrs. Fields cookies
Mrs. Paul's frozen foods
Mrs. Richardson's toppings
Mrs. Smith's pies, pastries
MS-DOS operating system
MTV broadcasting services
Mueslix cereal
MultiMate software
Munchos potato crisps
Murine eye and ear care products
Must See TV entertainment services
Muzak background music systems
Myers's rum
Mylanta antacid, antiflatulent
Mylar polyester film
My Little Pony toy sets
My-T-Fine puddings, pie fillings

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N

Nabisco cookies, crackers, snacks
Nair depilatory
NALCO industrial chemicals
Naprosyn anti-inflammatory
National Basketball Association sports entertainment services (also **NBA**)
National Football League sports entertainment services (also **NFL**)
National Hockey League sports entertainment services (also **NHL**)
Nationwide office paper products
Naturalizer footwear
Nature Valley granola bars, cereal
Naugahyde artificial leather
Nautilus exercise equipment
Naval Jelly rust remover
Navistar trucks, engines
NBC television and radio broadcasting network
Necco wafers
Need-A-Service? medical referral and consumer information services
Neiman Marcus retail department store
Nembutal sedative
Neolite soles, heels and toplifts
Neon automobiles
Neosporin antibiotics
Neo-Synephrine vasoconstrictor, antispasmodic
Nerf foam toys

Nescafé instant coffee
Nestea instant tea
Nestlé chocolate
NET/MASTER computer program
Netscape software for networking
Netscape Navigator Internet browser
NetWare computers and computer programs
NetWindow computer program
Network DataMover computer program
Neutrogena shampoos
Never, Never, Never Pay Full Price slogan
Never Underestimate The Power Of A Woman magazine, luggage
Newton personal computer
Nexis computer software, terminals
NeXT computers, software
Niagara laundry starch
Niblets canned corn
Nicad batteries
Nicoderm nicotine patch
Nicorette nicotine gum
Nicotrol smoking cessation preparation
Night Hawk computers and equipment
Nike athletic footwear, clothing
Nikon cameras
Nimonic nickel-base alloys
Nintendo video games
Nissan automobiles
No. 5 perfume products
No-Doz drowsiness relief tablets (also **NoDoz**)
Nomex fire resistant fabric
No More Tears baby cleansing materials
Noodle Roni pasta mixes
NordicTrack cross-country ski exerciser
Nordstrom retail store
Norge appliances
Norplant contraceptive implants
Northern Reflections women's casual sportswear stores
Northernaire air conditioners
NoSalt salt substitute
Novahistine decongestant preparation
Novell computers and computer programs
Novocain local anesthetic
NovolinPen syringe
Now cigarettes
Noxzema skin care products
NSA water filters
Nubain analgesic
Nuk baby products
Numorphan analgesic
Nuprin analgesic (ibuprofen)
Nu Skin cosmetics
Nutella Hazelnut/chocolate spread
Nut & Honey Crunch cereal
NutraSweet sugar substitute
Nutri-Grain cereal, waffles

NYNEX telecommunication services, equipment and software
NyQuil cold medicine

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O

o.b. tampons
O'Brien clothing, water ski equipment, life vests, and inflator pumps
Occasion Gallerie from Blue Mountain Arts greeting cards
Ocean Pacific apparel and accessories (also **OP**)
Ocean Spray juice based drinks
Ocean Star seafood
Octamine antioxidant
OcuClear eye drops
O'Doul's non-alcoholic beer
Off! insect repellent
OFIS computers, printers
Ogilvie hair care preparations
Oh Henry! candy bars
OILSCAN oil analysis service
Old Forester whiskey
Old Grand-Dad bourbon
Old Navy retail stores
Oldsmobile motor vehicles
Old Spice after shave lotion
Olean edible fat substitute (olestra)
Omite insecticide
One A Day vitamins
Open Pit barbecue sauce
OpenView computer programs
Opium fragrances, toiletries, cosmetics
Opryland amusement park
Optima contact lens
Oral-B toothbrushes, dental floss, toothpaste, mouthwash
Orbit hydraulic motors
Oreo cookies
Original Ranch salad dressing
Original Recipe chicken
Oronite chemical compounds
Orville Redenbacher's popping corn, vegetable oil
OS/2 computer program
Os-Cal calcium supplement
Oscar motion picture awards (also **Oscars**)
Oscar Mayer meat products
OshKosh B'Gosh children's clothing and accessories
Oster appliances
Otis elevators
Ouija board game
Own A Piece of the Rock insurance and financial services
Oxford filing cabinets and supplies

P

P3 industrial cleaners and detergents
Pabst beer
PACE pool products
Pactel telecommunications services
PageMarq computers, fax machines and accessories
PaintJet printer
PALASM computer software
Pall Mall cigarettes
Palm Beach beachwear
P.A.M. computer programs
Pampers disposable diapers, baby lotion
Pan-Cake cosmetics
Paper Mate writing instruments
Pappagallo shoes, eyewear, clothing and accessories
Paragon footwear
Para-Sail parachutes
Parke-Davis pharmaceutical preparations, medical supplies
Parker writing instruments and desk sets
Parker-Kalon fasteners, namely nails, studs and screws
Parker's fertilizer
Party Ball beer
Passat automobiles
Passport whisky
Pasta Accents frozen vegetables with pasta
Pathways telecommunications services
Patterns baby bottles and feeding cups
Paxil treats diseases and disorders of CNS (paroxetine)
Paxon polyethylene flakes, pellets, and powders
PayDay candy bar
PC GlassBlock glass block products
PCPOWER computer programs
Peak 1 camping equipment
Pearl Drops tooth polish
Pebble Beach golf resort, clothing, sporting goods
Pedialyte electrolyte replacement solutions
Pedigree pet food
Peds panty hose, stockings, foot covers
Pegasus lubricating oils
Pendaflex file folders, guides, tabs
Penn racquet sports equipment
Pennzoil petroleum products, air filters, antifreeze
Pentaspan cardiovascular pharmaceutical
Pentium computer, hardware, microprocessor
Pepcid anti-ulcerant preparation
Pepe jeans and casual wear
Pepe Lopez tequila
Pepperidge Farm cookies, crackers, bread, soups
Pepsi soft drinks and accessories
Pepto-Bismol upset stomach remedy
Percocet analgesic preparation
Percodan analgesic preparation
Permalens contact lenses

Perma-Prest clothing and home furnishings
Perrier sparkling water
Perrier-Jouet champagne
Persil laundry detergents
Personal Pan Pizza pizza
Persuasive Presentations fonts and font cartridges
Peterbilt trucks
Peter Pan peanut butter
Pete's Wicked Ale beer
Petra polyester resins
Peugeot automobiles
PEZ candy and dispensers
Pharmaseal medical apparatus
Philip Morris tobacco products
Phillips' Milk of Magnesia laxative
Phillips Pozidriv tools; screwdrivers, fasteners
PhoneSmart telecommunications services
Photobrown Extra lenses and spectacles
Photomer radiation curable chemicals
Photoshop computer software
Physicians Formula skin care products
Pick-Me-Up floral arrangements
Pick Up stick game
Piece of the Rock insurance and financial services
Pierce chemicals
Piggly Wiggly grocery store
Pilates exercise equipment and instruction
Pillsbury food products
Pimm's alcoholic beverages
Pinch Scotch whisky
Pine Action cleaner and deodorizer
Pine Bros. throat drops
Pine-Sol disinfectant cleaner
Ping-Pong table tennis equipment
Piranha power tools, including saws and saw blades
Pitney Bowes mailing and office equipment
Pitocin labor stimulating preparation
Pixy Stix fruit-flavored powder candy in straws
Pizza Hut restaurants
Pizza Rolls pizza snacks
Planned Parenthood family planning services
Planters nuts, snacks
Plasticine craft kits
Plastic Wood cellulose wood substitute
Plax dental rinse
Playboy magazine and publications, bunny
Playboy Playmate centerfold model
Playcraft children's furniture
Play-Doh modeling compound
Playmobil toy figures and play sets
Playskool educational toys, children's clothing
PlayStation computer video game
Playtex women's and infants' products
Pledge furniture polish and household cleaners
Plexar telecommunications services
Plexco plastic pipes

Plexiglas transparent resinous material
Plug-Ins air fresheners
Point educational paperback books
Poison perfumes
Polarfleece textile fabrics
Polaroid cameras, film, sunglasses, light polarizers
Polartec textile fabric
Polo clothing, cologne
Polybond polyolefins
Polycat catalyst
Poly-Fil synthetic fiber
Polygard stabilizer
PolyGram entertainment services
Poly-Lite picnic coolers and jugs
Polylite polyester resin
Polyon fertilizer ingredients
'Polysporin' mixture of antibiotics
Poly-V transmission belting for automotive and machinery applications
Pond's moisturizers
Pontiac motor vehicles
Pony Express courier services
"Pop" fasteners; power-operated tools and rivets
Popov vodka, gin
Poppin' Fresh, The Pillsbury Doughboy character
Pop-Secret popcorn
Popsicle flavored ices
Pop-Tarts toaster pastry
Porsche automobiles
Portacrib portable cribs
Porta-John portable toilets
Porta Potti portable toilets
Portosan portable toilets
Post-it note pads, self stick notes
PostScript computer software
Posturepedic mattresses and box springs
Potato Buds dehydrated potatoes
PowerBar energy bar
Powerbase portable electric generators
PowerBook electronic organizers
Powermate portable electric generators
PowerPoint presentation graphics program
Powershield chemical additive for gasoline
Powerworks spa pumps, heaters and controls
PP plumbing supplies
Prada clothing, leather goods
PRBar sports energy food bar
PRC computer software
Prego sauce
Premarin pharmaceutical preparation containing estrogen
Preparation H hemorrhoidal ointment
Price Pfister plumbing
Primaxin pharmaceutical (imipenem)
Princess telephones
Princeton Gallery collectibles
Prinivil pharmaceutical (lisinopril)
Priority Club hotel services

PriorityPlus hotel services
Prism gas separators
Pritikin soups, salad dressings, rice cakes, cereals and dinner mixes
Pritt adhesives
Prize Tested Recipes magazine feature
Prizm motor vehicle
Procan coronary preparation
Procardia XL cardiovascular medication (nifedipine)
Procare auto repair services
ProCollection fonts and font cartridges
Product 19 cereal
Pro Logic amplifiers, receivers, surround sound decoders, television sets
Proprinter printers
ProScan television sets
Protein-29 hair shampoo
Proventil bronchodilator preparation (albuterol)
ProWalker footwear
Prozac antidepressant (fluoxetine HCl)
Prudential insurance and financial services
Publishers Clearing House selling magazines on a subscription basis for others
Pudding Cup snacks
Pull-Ups disposable training pants
Pulsar watches
PUMA athletic shoes
Pure Air industrial flue gas treatment
Pure Premium orange juice
Purex bleach, detergent
Purifire furnace atmosphere systems
Puttin' On The Ritz hotel supplies
Putt-Putt recreational miniature golf courses
Pyrex glassware
Pyrolite diagnostic imaging agent for intravenous use

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Q

Qantas airlines
Qiana fabric
QIC Stream computer software
Q-tips cotton swabs and balls
Quaker cereals, rice cakes, granola bars, oats
Quality Paperback Book Club book club services
Quallofil filling fiber, pillows, blankets
Quarter Pounder hamburger sandwich
Quattro automobiles
Quattro computer software
QuietJet printers
Quik milk flavoring mixes
Quinsana foot care products
Quonset prefabricated buildings
Qwik-Gard circuit breakers
Qwik Open circuit breakers

R

RadioShack retail store services
Raggedy Ann, Raggedy Andy dolls
Ragú pasta sauces
Raid insecticide
Rainbo bakery products
Raisinets chocolate covered raisins
Ralgro growth promotant
Ralogun implant device
Ramblin' beverage
Ram-Fix backpack frames
Ram-X plastic boat material
Randy River men's casual apparel stores
Range Rover all-terrain vehicles
Ray-Ban sunglasses
Ray-O-Vac batteries, flashlights
RC cola
RCA televisions, radios
Reacti-Gel chemicals
Reader's Digest magazines, books
RealAudio computer software and services
RealLemon lemon juice from concentrate
Real Estate Investment Journal bi-monthly newsletter
Real Estate Superstars real estate brokerage
RealLime bottled lime juice
Realite aggregate
Realtor real estate broker, member of the National Association of Realtors
Record a Call answering machines
Recycler mulching lawnmowers
Reddi-wip whipped topping
Redi-Pan aluminum foilware
Red Lobster restaurants
Redux weight reduction preparation
Reebok athletic footwear and clothing
Reese's Pieces candy
RE/MAX franchising, real estate brokerage
Remington electric shavers
Remington firearms
Rémy Martin cognac
ReNu contact lens solutions
Retin A acne treatment (tretinoin)
Retrovir antiviral preparation, AZT (zidovudine)
Revere Ware cookware
Revlon cosmetics
Reward pet food
Reynolds aluminum foil (also **Reynolds Wrap**)
RhoGAM injectable gamma globulin
Rice-A-Roni rice dishes
Rice Krispies cereal
Rice Krispies Treats cereal-based snack food bar
Rich 'n Chips cookies
Ridoline detergent
Ring Ding snack cakes (also **Ring Dings**)

Ringling Bros. And Barnum & Bailey circus
RISC System/6000 computer
Rit dyes combined with wetting agents
Ritalin stimulant (methylphenidate)
Ritz crackers
Ritz-Carlton hotel services
Riunite wines
RLM fueling services
Roach Motel insect traps
Road Runner cartoon character
Robitussin cold medicine
Roca candy
Rockport footwear and apparel
Rock Solid insurance and financial services
Rocky Road candy bars
Rolaids antacid tablets
Rold Gold pretzels
Rolex watches
Rollerblade in-line skates
Rolls-Royce automobiles
Roll-Top covers for hot tubs and spas
Rolodex rotary card files
Rondos ice cream confections
Roper home appliances
Rosarita refried beans, sauces, taco and tostada shells
Roscoe's House of Chicken N Waffles restaurant services
Rose's lime juice
Roughneck receptacles, toolboxes, newspaper bundler, step stools, storage containers
Royalcast castable plastic synthetic resin and hardener
Roy Rogers restaurants
RPM lubricating oils and greases
R-Rounds electrolytic nickel
RTE power and distribution transformers
Rubbermaid household plastics products
Rubik's Cube puzzle
Ruffles potato chips
Rugrats tv series
Rust-Oleum rust preventive coatings
Ry-Krisp Scandinavian style bread

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S

SA8 laundry detergent
SAAB automobiles
Sabatier cutlery
Sahara bread products
Sakrete concrete mix
Saks Fifth Avenue retail department store
SaladShooter electric slicer and shredder
Salem cigarettes
Salt Sense salt
Salty Dog apparel
Sam Adams beer and ale (also **Samuel Adams**)

Samsonite luggage
Sanborn medical instrumentation
Sandeman port and sherry wines
Sanforized fabrics and linens
Sani-Flush bowl cleaner
Sanka decaffeinated coffee
SANPELLEGRINO mineral and carbonated waters
Santitas tortilla chips and bean dip
Sara Lee bakery products
Saturn automobiles and parts
Saturn Yellow daylight fluorescent inks, paints
ScanJet computer scanners
Scano canoes
Schick razors and razor blades
Schlitz beer
Scholastic magazines, books, computer programs
Scholastic Aptitude Test printed tests and booklets (also **SAT**)
Schwan's mobile retail food services
Schwinn bicycles, helmets
Scoop Fresh cat litter
Scooter Pie cookies
Scoreboard apparel
Scorpion computer tape drives
Scorpion power tools
Scotch adhesive tape
Scotch-Brite scrub sponge
Scotchgard fabric protector
Scott stereo systems, televisions
ScotTowels paper towels
Scrabble board game
Scratch Guard household cleaner
Screen Stars t-shirts
S.C.R.E.W. Active Wear clothing
Scrub Buds abrasive sponges
Scrunge sponges
Sculpey modeling clay
Seagram's alcoholic and non-alcoholic beverages
Sealy mattresses and box springs
Sea Nymph boats
Sears department stores, catalogs (also **Sears Roebuck**)
Sea & Ski suntan lotion
Seaswirl boats
Sea World amusement parks
Seconal medical preparation
Second Foods baby foods
SecurityLink security services
Seeing Eye dog guides
Sega video games
Seiko watches, clocks
Seldane antihistamines (terfenadine)
SelectCard calling card
Selections mail order catalog services
Selectip writing instruments and accessories
Selectric electric typewriters
Selsun Blue dandruff shampoo
Sensitive Eyes contact lens solutions

Sensory Therapy skin cleansers
Septra antimicrobial agent
Serengeti eyewear
ServiceMASTER cleaning and maintenance services
Servin' Saver food storage containers
S & H trading stamps
Shades of You cosmetics, nylons
Shake 'n Bake seasoning mixes
Shame On You television news feature
Shamu entertainment services with killer whales
Sharpie marking and writing pens
Sheer Energy hosiery, gloves, slippers
Sheetrock plaster wall board
Sheffield Cellars wines
Shell gasoline, lubricant grease and oil
Shepardize legal citation database
Sheraton hotel services
Sherlock maintenance service for elevators
Sherwin-Williams paints, hand tools
Shine-All all-purpose cleaner
Ship 'n Shore retail store
Shout soil and stain remover
Si-18 shoes
Sicomet adhesives for industrial and professional use
Siesta air conditioners
Sigi Plus career guidance system, software
Sikkens paint and anti-rust preservatives
Silastic rubber silicone dental products
Silhouette book series
Silk Reflections hosiery and pantyhose
Silly Putty modeling clay
Similac infant formula
Simoniz car cleaning products and services
Simple Recipe processed baby foods
Singulier fragrances, cosmetics, toiletries
Sinutab sinus headache medication
Six Flags amusement parks
Skants men's and boy's underwear
Skee-Ball bowling game
Skeeter boats
Skidgrip footwear
Ski-Doo snowmobiles
Skin Bracer skin lotion
Skippy peanut butter
Skittles candy
Sky Kennel animal transport cages
Skyr clothing, goggles, sunglasses and footwear
Slice soft drinks
Slick 50 engine treatments, lubricants
Slim-Fast beverage powder mix meal replacement
SlimLine escalators
Slinky spring toys
Slurpee semi-frozen soft drinks
Sly Fry children's meals
Smacks cereal
Smart directories and advertising services

Smarties candy
SmartLease vehicle leasing services
Smart Start cereal
Smirnoff vodka
Smith-Corona typewriters, word processors
Smith & Wesson firearms, knives
Smog Check automobile additive
Smogpros automobile emissions testing
Snack Pack puddings, fruits
SnackWell's cookies, crackers, snack cakes and cereal bars
Snap Crackle Pop cereal breakfast foods
Snap-on tools and equipment
Snapple bottled fruit drink
Snickers candy bars
Sno-Caps candy
Sno-Cat snowmobiles
Sno-Kone flavored ices
Snow Crop beverage
Snugli infant carriers
Sofkins premoistened cleaning wipes
SoftASilk wheat flour
Soft Scrub household cleaner
Softsoap liquid soap
Sohio petroleum-based products
SO HO footwear
Sokalan detergent additive
Solarcaine skin care products
Solo-aire heat exchangers
Solubor fertilizer
Sominex sleep aid
Sonos medical diagnostic apparatus
Sony stereos, radios, televisions
Sorbplus solid adsorbent
SOS scouring pads
Sotheby's auction services
Sound-Gard tractor cabs
Sound Retrieval System electronic signal processor
Southern Comfort liqueur
Spacenet telecommunication services and equipment
Spacesaver television receivers
Spackle surfacing compound
SpaghettiOs pasta
SPAM luncheon meat
Special K cereal, waffles
Spectra cameras
Spectra polyethylene fiber
Spectrum spas and hot tubs
Speed Stick deodorant, antiperspirant
Speedo swimwear, sunglasses, athletic gear
SpellBound fragrance
Sperry computer programs
Sperry footwear, clothing
Spic and Span all-purpose cleaner
Spider-Man comic strip character
Spinning stationary bicycle workout
Spiral paper tablets and photo albums

Spirograph design toy
Spit Fire automobile additives
Sports Illustrated weekly magazine, wall calendars
Sportshape women's underwear
Sportster camp stove
Spra-Coupe self propelled sprayers
Spray 'n Vac rug cleaner
Spray 'n Wash pre-wash, stain remover
Sprite beverage
Spyglass Hill golf resort, clothing, computer software, sporting goods
Squeezit fruit juice drinks
Squirt soft drinks
S-Rounds electrolytic metal
SR•D optical and cinema sound processors for motion picture soundtracks
SRS analog or digital sound-enhancing apparatus
St. Croix Cutlery knife sets
St. Joseph's cold/cough products
Sta-Green fertilizer, herbicide
Sta-Prest men's clothing
Sta-Puf fabric softener
Stain Out stain remover
Stain Stick soil and stain remover
StairMaster exercise equipment
Stanley tools
Stanley Cup world championship for professional ice hockey
Starbucks coffee, tea, spices, chocolate and cocoa
Starburst fruit chews
Starfire printing inks
Star-Kist canned tuna
Starter jackets
Steadicam hand held video camera stabilizer
Steak-Umm rolls and sandwich meats
Steam Beer ale
Stearns & Foster mattresses and box springs
Steelcase office furniture
Stella D'oro bakery products
Sterling cigarettes
Sterling Halite salt for snow and ice removal
Sterling Vineyards wine
Sterno cooking fuel
Stetson hats, clothing and footwear
Steuben glass
Sticklets chewing gum
Stirling steam generating bailers
Stolichnaya vodka
Stop & Shop supermarkets
StorageTek computer products
Stouffer's prepared entrees
Stove Top instant stuffing mixes
STP oil additives
Straight-Wire orthodontic brackets, bands
Stratocaster electric guitars
Stratolounger recliners
Stratos boats
Stri-Dex facial cleanser
Stroh's beer

Style Keeper contact lens case
Styrofoam plastic foam (Note: Cups and other serving items are not made of **Styrofoam** brand plastic foam.)
Subtract foundation garments
Sub-Zero freezers
Suchard chocolate
Sucrets medicated lozenges
Sudafed cough medication
Sugar Twin synthetic sugar substitute
Sugus candies
Sulfurkote fertilizer
Sun pool products
Sunbeam appliances
Sun Chips multi-grain snacks
Sun Gems salt for water softeners
Sun-In hair lightener (also **Sun In**)
Sunkist fruit, juice, soft drinks, cakes, candies
Sun-Maid raisins
Sunproof chemical preparation for compounding rubber
Supanil agricultural fungicide
SuperAmerica convenience stores, gasoline, antifreeze
Superba dishwashing compound
Super Ball toy balls
Super Big Bite hot dogs
SuperBook software
Super Bowl NFL championship football game
Super Chef kitchen appliances
Super Duty grease
Supergrip adhesive cement
Superior automotive engine parts
Super Look women's underwear
Superman comics
Super Moist cake mixes
Supernumber emergency road services
Super Single tires
Super Soaker toy water guns
Supp-Hose hosiery
Suprax antibiotics preparation (cefixime)
Sure-Lites emergency lighting systems
Surfynol organic surface active agents
Swan-Creek-Farms poultry
Swanson food products
Swatch watches
Swedish Fish candy
SweeTARTS candy
Sweet'n Low sweetener
Swissair air transportation
Swiss Miss puddings, cocoa
Syl-Off paper coating
Symmetrel pharmaceutical preparation (amantadine)
Synchilla clothing

T

Tab soft drink
Tabasco pepper sauce
Taco Bell restaurants
Taco Bueno restaurants
Talstar pesticides
Tamagotchi computer entertainment systems
Tampax tampons
Tannery West luggage, leather clothing
Tanqueray gin
Targa automobiles
Tastee-Freez restaurants
Taster's Choice coffee
Tastykake snack cakes
Tater Tots frozen shredded potatoes
TAXOL anticancer drug (paclitaxel)
TDX diagnostic instrument and reagents
TechneLite a generator of radioactive technetium for clinical use
Technicolor motion picture films and processing, video tape and video disc duplication
Techroline gasoline additive
Techron gasoline additive
Tectilon dyestuffs
Teen Spirit antiperspirant/deodorant, conditioner, hair spray, shampoo
Teflon fluorocarbon resins, non-stick coating
Tegretol anti-epileptic preparation (carbamazepine)
Telecopier fax machines
Telegate software
Teleprobe test equipment
TelePrompTer cable broadcasting service
Telesis telecommunications services
Teletype communications equipment
Telmin veterinary anthelmintic
Tenormin antihypertensive pharmaceutical (atendol)
Tensor lamps
Terasil coal tar colors
Tergal fibers, textiles
Terminix pest control services
Terraclor fungicide
Terramycin antibiotic
Terra-Tire high-floatation tires
Tesoro watches, clocks, writing instruments
Testmobile handcars
Tetoron polyester fiber
Tetra Pak flexible packing materials
Teva sandals
Texaco service stations, gasoline
Texas Instruments calculators, transistors, computers
Texas Steer footwear
That's All Folks! slogan
The Baby-Sitters Club book series, video tapes
The Best of Times watches and clocks stores
The Body Shop retail store services
The California Raisins characters

The Christian Brothers brandy and wine
The Christian Science Monitor newspapers
The Club cocktails
The Club anti-theft locks for automobile steering wheels
The Cool Way To Do Chocolate dairy-based beverages
The Digest magazines
The ExtravaganZZa pizza
The Flying Horse gasoline logo
The Furrow magazine
The Gallup Poll public opinion polling
The Gap clothing and clothing stores
The Glenlivet malt scotch whisky
The History Book Club book club services
The Home Depot home improvement store chain
THE IVY LEAGUE for educational, athletic conference, clothing, publications
The Justice Fund services related to family planning
The Magic School Bus picture books for children
The Man Next Door magazine section
The Monterey Vineyard wine
The Most Trusted Name in Learning computer programs
Theo-Dur pharmaceutical for asthma
The Olive Garden restaurants
The Only Way to Fly air transportation services
The Praxis Series: Professional Assessments for Beginning Teachers teacher assessments, software
Thera-Band elastic tension exerciser used in physical therapy
The Real World tv series
Thermo King refrigeration equipment
Thermo-Lock spa insulation
Thermopane glass paning
Thermos temperature-retaining vessels
Thermoscan thermometers
The Rx Place retail drug stores
The San Francisco Music Box Company musical giftware stores
The Sharper Image retail department store
THE TRANS FORMERS convertible toy robots
The Twilight Zone entertainment services
The Winston Churchill Award promoting the interests of education
Thighmaster exercise apparatus
ThinkJet printers
Thinsulate thermal insulation
Third Foods baby foods
Thomas' English muffins
Thom McAn footwear
Thompson's Water Seal waterproofing preparation
Thorazine sedative (chlorpromazine)
Thoro sealants, protectants
Thorseal sealants, protectants
Thunderbird wines
Tia Maria coffee liqueur
Tic Tac candy mints
Ticketmaster ticket service agency
Tickle Me Elmo doll
Tiffany & Co. retail store services
Tiger Balm analgesic ointment
Tilade antiasthmatic pharmaceutical (nedocromil)
Tilex mildew stain cleaner

Tilt fungicide
Tilt-A-Whirl carrouseles
Timberland footwear, clothing and store services
Tim-Bor insecticide wood preservative
Timex watches
Timoptic medical preparation (timololmaleate)
Tinactin antifungal preparation
Tinkertoy construction toys, games
Tinopal fluorescent whitening agent
Tiny Tiger pet products
Tioxide titanium pigments
Tiptronic transmissions for land vehicles
Tirks computer programs
Tivoli lamps
Tixies chocolate and candy
T.J.Maxx retail department store
Toastmaster appliances
Toblerone chocolate
Toefl English language proficiency test
Tofutti soya-based food products
Toll House chocolate products
Tom Cat chemical tracking system
Tommy Hilfiger clothing, cosmetics, eyewear, footwear and jewelry
Tonka toys
Tonox curing agent for epoxy resins
Tootsie Roll candy (also **Tootsie Rolls**)
Top Hat restaurants
Topicort dermatological preparation
Tops-2.5D fungicide
Top Shelf entrees
Top-Sider shoes, boots
Torayca yarns made of carbon fibre
Toro outdoor power equipment
Torq-Gard oil
Torqometer wrenches
Toshiba electric and electronic appliances
Tostitos tortilla chips, dips
Total breakfast cereal
Totalclaim refrigerant recycling and recovery units
Totaline air conditioner parts and components
Tott's sparkling wines
TourBook tourist and traveler information publications
Tournament fertilizer
Toyota automobiles
Toys "R" Us toy stores
Toys That Last children's toys and furniture
Toy World retail toy store services
Trace computerized energy and economic analysis of building air conditioning systems
Tracer building automation systems
Traditional Home book series
Traffic and Weather Together radio programs
Trailways bus services
Trane heating, ventilating, air conditioning and refrigeration equipment
Transderm-Nitro nitroglycerin
Transicold transport refrigeration
Trapper Keeper stationery products, notebooks and pads

TravelLodge motel services
Travel & Safari Clothing Co. clothing
Travenol medical and surgical apparatus and instruments
Trav-O-Lator moving walkways
Trax footwear
Tribol machine lubricants
Trident chewing gum
Tridil injectable nitroglycerin
Trifari jewelry
Trilene synthetic polymer used in manufacturing
Trimline telephones
Trinitron televisions, monitors
TripTik stripmaps
Triscuit whole wheat wafers
Trisun high oleic sunflower oil
Triumph insecticide
Trivial Pursuit board game
Trix cereal
Trojan prophylactic
Tron electrical fuses and computer software programs
Tropical Blend sun care products
Tropicana fruit juice and fruit based juice products
Truck Guard vehicle motor oil
True Temper sporting goods
TrueType computer program
TruGreen lawncare services
TRW systems engineering, credit card
TT sporting goods
Tucker power tools and fasteners, including rivets
Tucks ointment, pads for hemorrhoids
Tuex accelerator
Tuf-Edge fan blades
Tuffcide fungicides, marine antifoulants
Tuf-Lite rotary fans
Tums antacid tablets
Tuna Helper main meal mix
Tupperware food storage containers
Turbo Toolbox computer programs
Turtles candy
Turtle Wax car care products
Tuxedo computer software, transaction processing system
TV Guide periodical publication
TWA air transportation services
Tween wetting agents
Tweety cartoon character
Twinco pet products
Twinkies snack cakes
Twizzlers candy
Two Names You Can Trust real estate brokerage services
Ty-D-Bol automatic toilet bowl cleaner
Tygon plastic tubing
Tylenol analgesic (acetaminophen)
Tymnet computer network communications services

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U

UCLA education, entertainment, clothing
Ucrete polymers
U-Haul truck rental services
UL safety certification mark
Ultimate gasoline
Ultimate Warrior entertainment services
Ultimet polypropylene film
Ultra gasoline, motor oil
Ultra Brite toothpaste
Ultracast chemicals
Ultraflex fuel hose
Ultraray laser gases
Ultra Sheen hair care products
Ultrasuede fabric
Ultra-Synthet chemical coolants
Ultrazyme enzymatic cleaner
Uncle Ben's rice
Uncola soft drinks
Undertaker entertainment services, printed matter, clothing
Underwriters Laboratories Inc. safety certification mark
Unibit drill bits
Uniroyal tires
Uniroyal agricultural pesticides and chemicals for compounding rubber
UNIS computer software
Uniscope computer data communication and display terminals
Unisom sleep aid
Unisys computer hardware, software and services
United Electric Supply distributorship services in the field of electrical supplies
United Parcel Service transportation of personal property (also **UPS**)
UNIVAC computer hardware
Universal weight lifting equipment
Universal motion picture and sound films, entertainment services, toys and games (also **Universal Studios**)
Univolt battery chargers
UNIX computers, computer software
Uno card game
Unocal 76 auto products and services
UP steam generators
Uralane adhesives
Urbanet microwave equipment
USA Today newspaper
USC apparel, novelties, entertainment services
Utility nickel
U-Turn reusable container
Uvitex optical bleaching agent
Uzi machine guns

V

V05 shampoo
V8 vegetable juice
Vacutainer blood collection tubes, medical needles
Valisone topical corticosteroid
Valium tranquilizer (diazepam)
ValuJet Airlines airline services
Valu-Rite health and beauty aids
Valu-Rite pharmacy program
Valve Guard chemical additive
Valvoline motor oil
Vanagon automobile
Van Camp's canned beans, pork, fish
Vanellus motor oil
Vanish toilet bowl and bathroom cleaner
Vantage cigarettes
Vantage portable electric generators
VapoRub decongestant ointment
Varathane decorative and protective coatings
Variety cereals
Variety newspaper, magazine
VariTrane building air delivery apparatus
Varsol hydrocarbon solvents
Vaseline petroleum jelly, lip balm, skin lotion
Vasotec pharmaceutical preparation (enalapril)
VAX computer systems
Vectra computers
Vegemite sandwich spread
Veg-O-Matic dicer, slicer
Velcro hook and loop fasteners
Velveeta processed cheese
Vent-a-Ridge roof ventilators
Vera Wang clothing
VeriTru glass block spacer
Versace men's and women's apparel, stores
Versa Climber exercise equipment
Versamid polyamide resins
Versatint colorants
Versed sedative
Vertagreen fertilizer
Vespa motor scooters
Veuve Clicquot Ponsardin champagne wines
Viagra compound for treating erectile dysfunction (sildenafil)
Vibram shoe soles and heels
Vibrathane chemical compositions
Vicks cold and cough preparations
Vicodin narcotic analgesic
Vicoprofen analgesic
Victoria's Secret clothing, intimate apparel
Victory pet products
Victrola televisions, tape recorders
Vidal Sassoon hair care products
View-Master stereoscopic projectors and cameras

Vinac emulsions
Vinex extrudable polyvinyl alcohol
Viper automobiles
Viper computer tape drives
Visa credit card services
Visa textiles
Visco-Static motor oil
Vise-Grip locking pliers and wrenches
Visine eye care products
Visqueen plastic film and sheeting
Vistabrik glass bricks
VistaScreen television picture tubes
Vitalis hair fixative
Vitavax fungicide
Vlasic pickles
VMOPERATOR software
VMTAPE software
VOwhiskey
Volkswagen automobiles (also **VW**)
Voltaren antiphlogistic and anitrheumatic
Volvo cars
Vowel-A-Tilde trademark research service
Vuarnet sunglasses
Vue computer programs
Vulcan ovens, ranges, fryers
Vycor glassware

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W

Wagner air brake systems
Wagoneer vehicles
Waldenbooks bookstore
Walgreens pharmacy and retail store services
Walkman portable tape players
Walk Off floor mats
Wal-Mart retail department store services
Walt Disney World amusement park
Wang computers
Warbex insecticide
Wasa crisp bread
Wash a-bye Baby baby wipes
Wash'n Dri moist disposable towelettes
Water Babies sun tanning products
WaterColor Feelings greeting cards
Waterford crystal
Waterman writing instruments
Water Pik toothbrushes
Waterplug hydraulic cement sealants
Wave vinyl emulsions
Wavecrest waterbeds
Wave Runner water scooters
Wayfarer sunglasses

WD-40 lubricating and penetrating oil
Wear-Dated carpets, clothing, fabrics
Weathermaker air conditioners, furnaces
Weathershield exterior paint
Weather Tamer outerwear
Weathertron air conditioning equipment
Wechsler intelligence tests
Wedgwood china
Wee Baby footwear for infants and children
Weebok children's footwear and apparel
Weed Eater lawn trimmers
Weedwacker weed and grass trimmers
Weejuns footwear
Weekend Woodworking Projects magazine
Weight Watchers food products, weight reduction centers
Welch's juices, jellies
Welcome Wagon advertising services, greeting services
Weldwood wood and lumber products, glues and adhesives
Wellbutrin psychotropic preparation (bupropion)
Wells Fargo armored truck delivery of cash, valuables; electronic security services
Wendy's restaurants
Wesson cooking oils
West Bend appliances
Western ammunition
Westinghouse appliances
Whaler boats
What's Up Doc? slogan
Wheaties breakfast cereal
Wheel Horse riding lawn mowing equipment
Whirlpool home appliances
Whiskas cat food
Whisper Quiet dishwashers, clothes washers
White-Westinghouse appliances
Wholesome Choice crackers, cookies
Whopper hamburgers
Wiffle plastic balls and bats
Wilsonart decorative laminate
Winchester shot guns, rifles, clothing, and knives
Windbreaker clothing, jackets
Windex multi-surface cleaners
Windows operating system, 3.1, 95
Windows NT operating system and networking programs
Windsurfer sailboats
Wing-Nut connecting members for joining wire ends
Wings luggage, leather goods
Wings project management software
Winnebago motor homes
Winnie the Pooh cartoon character
Winston cigarettes
Winterfresh chewing gum
Wite-Out correction fluid
WM. Wycliff Vineyards wines
Wolf canned chili, tamales
Wolverine boots, shoes, and clothing
Wonder bread
Wonderbra brassieres

Wonderknit apparel
Wonder Woman cartoon character
Won't Stick To Most Dental Work chewing gum
Wood magazine and books
Woodbury soaps
Woodstuff bedroom furniture
Woolite cold water detergent
Woolworth general merchandise stores
WordPerfect word processing software
Workmate portable work bench
World Class Benefits With First Class Service credit card services
World Series championship baseball games
World Wrestling Federation entertainment services (also **WWF**)
Worsted-tex apparel
WOW women's underwear
Wrangler jeans
WrestleMania entertainment services
Wrigley's chewing gum
Wynn's automobile additives
Wytox antioxidant, stabilizer for elastomers and polymers

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X

X-Acto knives
Xanax tranquilizer and antidepressant (alprazolam)
Xerox photocopiers, copies, computer systems
X-Files live action television drama series
X-OMAT photographic supplies
X-Tend automobile additives

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Y

Yahoo! on-line computer services
Yahtzee dice game
Yardley bath care products
Y-Front underwear
Yodels devil food bar
Yoo-Hoo chocolate flavored beverages
Yoplait yogurt
York peppermint patties
York Creek wine
Yosemite Sam cartoon character
You're Despicable! slogan, t-shirts
Youth-Dew fragrance
Yukon Jack liqueur
Yves Saint Laurent fragrances, cosmetics, toiletries (also **YSL**)

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Z

Zamboni ice resurfacing machines
Zantac pharmaceutical treatment of ulcers (ranitidine)
Zap-Guard surgical needle finder
Zerex antifreeze
Zestril pharmaceutical for cardiac failure and hypertension (lisinopril)
Zinbardella wines
Ziploc resealable plastic bags
Zippo cigarette lighters
Zocor pharmaceutical preparation (simvastatin)
Zoloft psychotherapeutic agent (sertraline)
Zovirax pharmaceutical preparation (acyclovir)
Zydone pharmaceutical analgesic preparations
Zyloprim pharmaceutical preparation

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NUMERICAL

1-2-3 spreadsheet, computer software
17 Mile Drive clothing, scenic drive
18 Hour women's underwear
20 Mule Team laundry detergent
20th Century Fox motion picture films
3 Musketeers candy bars
3 IN 1 household and motor oil
3Com computer networking products
3M carpet cleaner
409 glass and all purpose cleaner
501 jeans
7-Eleven convenience stores
747 airplanes and structural parts
76 auto products and services
7UP soft drinks (also **7 UP**, **Seven-Up**)
9-Lives canned cat food
100 Pipers Scotch whisky

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