

UPS® ECONOMY NAME USAGE GUIDELINES

Customer shall comply with the UPS Economy Name Usage Guidelines contained herein when referring to UPS Economy service in print or online retail communications. The well-respected UPS® brand has many important touch points, including trademark names. UPS (“we” or “our”) has developed service names to help customers recognize the solutions they need, and we ask that the names be referenced properly in order to help us protect these valuable assets. If you will be using UPS Economy, please ensure you are using the name properly. The following Name Usage Guidelines apply:

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

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

Customers who choose to substitute generic expressions for our trademark names may do so. However, do not make up names (e.g., Value Saver Plus) or use an expression that includes the UPS brand name (e.g., UPS Value). Under no circumstances can an expression be used that includes the words “Standard”, “Saver”, or “Ground”, which are used for other UPS services and set an expectation of a specific customer experience.

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

An acceptable generic expression is “International Economy Shipping Option”. This example is acceptable, as it describes what the service is and does not conflict with our branded product names or create confusion. It provides online shoppers with information that will help them compare shipping options.