

# TRADEMARK USE GUIDELINES ON MENUS FOR MILKSHAKES AND SUNDAES

Mondelēz International brands have the power to benefit your business. However, as many are registered trademarks it’s necessary to follow these guidelines when using our brands in your menu or menu POS material.

## THE BASICS

- ONLY USE OUR TRADEMARKS ACCORDING TO THE RULES IN THIS GUIDELINE



This guide provides general rules about using our brand assets and showcasing our trademarks. These rules apply to our product inclusions within your menus or menu POS.

References to Mondelēz International brands on packaged products is expressly prohibited unless Mondelēz International grants an express license.

We’re happy work with you, just make sure your use of our brand does not suggest Mondelēz International is promoting or formally affiliated in any way.

This is to allow you fair use of our products only for food service (menu, POS for menu). This is not an authorisation.

We reserve the right at any time to check on your inclusion of our products in your menus and where appropriate require you to amend or even stop your use of our trademark.

## TRADEMARK USE GUIDELINES – OREO® COOKIES EXAMPLE

### DO:

- Use Oreo cookies as an ingredient in PRODUCTS like sundaes and, milkshakes when these are made in the restaurant, café or other eating establishment
- Include the brand name in the menu item description (e.g. ‘....made with OREO® cookie PIECES’)\*
- Always use entire brand name in all caps (preferred), italics or bold to set it apart from the rest of text
- Always include the product descriptor ‘COOKIE, cookies or crumbs’
- Always include the registered trademark symbol directly after the brand name (OREO® cookies PIECES)
- Only use the trademark Oreo when you include authentic branded ingredients

INCLUDE THE FOLLOWING STATEMENT ON THE MENU / PRODUCT PACKAGING

‘OREO IS A REGISTERED TRADEMARK OF MONDELÉZ INTERNATIONAL’

### DON’T:

- Use Oreo cookies in any products which are prepared outside the restaurant, café or other eating establishment.
- Use any Mondelēz International trademark as a noun or a verb (e.g. not “eat an OREO” or “how do you OREO?”)
- Use brand name directly in the product or menu item name (i.e. ‘Oreo milkshake’ ‘Oreo sundae’)\*
- Pluralise the brand name or use in a possessive form (Oreos OR OREO’S)
- Alter Mondelēz International trademarks (e.g. brand name, colour, format) in any way or use derivatives (e.g. Oreotastic, snoreo instead of oreo)
- Use Mondelēz international trademarks in any advertising (e.g. TV, Print) without prior written approval from Mondelēz International.

## CLICK TO ACCESS OUR BRAND LOGOS...

