

How to use the GEOFABRICS® trade mark correctly.

Geofabrics Australasia Pty Ltd has established an outstanding reputation as the leading distributor of geosynthetics in Australia. The company is the only manufacturer of geotextiles in the country and takes its responsibility for product quality seriously. After 30 years of continuous use, we have now secured trade mark registration for the GEOFABRICS® brand.

Millions of dollars have been spent in developing and promoting our products under the GEOFABRICS® brand. The trade mark is used exclusively to identify these products whilst enabling our customers to rely on the brand with confidence. Misuse or improper use of the GEOFABRICS® trade mark can result in it becoming generic. The following guidelines will assist our customers and employees in establishing how this can be prevented.

GEOFABRICS® - THE TRADE MARK

The GEOFABRICS® trade mark must be used as an adjective. You would follow the word on by a noun such as the description of a product or range of products e.g. GEOFABRICS® nonwoven geotextile; GEOFABRICS® filterwrap; GEOFABRICS® geosynthetics; GEOFABRICS® drainage products. In all of these instances, the symbol/® must be used.

GEOFABRICS AUSTRALASIA PTY LTD - THE COMPANY

If you are using 'Geofabrics' as a shorthand reference to the company Geofabrics Australasia Pty Ltd, you do not need to use the symbol/®. In the text portion, use the name in full the first time and explain the shorthand in parenthesis for subsequent use.

For Example: "In 2009, Geofabrics Australasia Pty Ltd (Geofabrics), opened a Centre of Excellence on the Gold Coast. With the establishment of this world class facility, Geofabrics is now at the forefront of geotextile development."

FOOTNOTE OWNERSHIP

Follow at least the first reference in a document to the word GEOFABRICS with the symbol/® e.g. GEOFABRICS® Journal, and include a footnote reading "GEOFABRICS® is a registered trade mark of Geofabrics Australasia Pty Ltd."

ALWAYS USE CORRECT DESCRIPTIVE TERMINOLOGY

Use internationally recognised descriptive terms such as "geosynthetics" and "geotextiles", as recommended by the International Geosynthetics Society. Do not use GEOFABRICS to replace these descriptive terms.

CORRECT SPELLING

The correct spelling of the brand is GEOFABRICS®. It is never to be split into 2 words; Geo Fabrics or spelt without the letter 's' at the end; Geofabric.

ALWAYS DISTINGUISH "GEOFABRICS®" FROM THE SURROUNDING TEXT

Ensure that the mark GEOFABRICS® is identified as a trade mark, by capitalising at least the first letter of the word.

ALWAYS REPRESENT THE LOGO CORRECTLY

The GEOFABRICS® logo is shown below. It should only be used with our permission. It should not be modified, or represented in colours different to our corporate colours.



However, the logo can be reversed out as per below:



How to use the **GEOFABRICS®** product trade marks correctly.

PROTECTING OUR TRADE MARKS

Trade marks are a valuable asset to any company. Because they are special, it is important that the proper precautions are taken to ensure that trade marks are protected. Failure to depict them in the correct manner, may result in a trade mark becoming generic. To prevent this happening, the following rules should be followed:

A TRADE MARK IS ALWAYS AN ADJECTIVE

Any GEOFABRICS® trade mark must not stand alone as a noun, nor must it be used as a verb, the trade mark must be used as an adjective. For example:

Correct usage: The Megaflo® rigid panel drain provides reliable drainage in construction applications.

Incorrect usage: Megaflo® is used to provide reliable drainage in construction applications.

Correct usage: BunkerMat® bunker liner was created as a solution for golf course designers and architects, when creating golf course bunkers.

Incorrect usage: Geofabrics BunkerMat® was created as a solution for golf course designers and architects, when creating golf course bunkers.

A TRADE MARK IS ALWAYS DISTINGUISHED

When the trade mark appears in text, it must be followed by its normal product description.

For example: BunkerMat® bunker liner; ELCOROCK® shoreline protection system.

A TRADE MARK HAS A REGISTERED SYMBOL

The symbol/® signifies that a trade mark is registered. Where a trade mark is unregistered but has been used by the company continuously over an extended period of time, the symbol/™ can be included at the end of the product name. For example:

- **Filterwrap™** nonwoven geotextile
- **Grassroots™** permanent erosion control mat

The following products are registered trade marks and should be depicted in the following way:

- **GEOFABRICS®** brand of products
- **bidim®** nonwoven geotextiles
- **Megaflo®** rigid panel drain
- **ELCOSEAL®** geosynthetic clay liner
- **ELCOROCK®** shoreline protection system
- **ELCOMAX®** staple fibre geotextiles
- **Sealmac®** paving fabrics
- **Bitac®** bitumen impregnated geotextile
- **BunkerMat®** bunker liner
- **Trinet®** triaxial geonet
- **Enviromat®** biodegradable erosion control mat
- **Flownet®** biaxial geonet
- **Geosheet®** drainage sheet
- **Greenflo®** subsoil drainage pipe
- **Megacell®** drainage cell
- **Cordrain®** drainage sheet
- **Stripdrain®** flexible panel drain
- **Plazadeck®** horizontal drainage sheet
- **Tensar®** geogrids
- **Geoweb®** cellular confinement system
- **Bontec®** woven geotextiles
- **GlasGrid®** reinforcement mesh
- **Terramesh®** reinforced structures