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United States Patent and Trademark Office
PO Box 1450
Alexandria, VA 22313-1450
Email: FOIARequests@uspto.gov

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UNITED STATES PATENT AND TRADEMARK OFFICE

OFFICE OF THE GENERAL COUNSEL

July 16, 2014

VIA U.S. MAIL

Re: *Freedom of Information Act (FOIA) Request No. F-14-00184*

The United States Patent and Trademark Office (USPTO) FOIA Office received your e-mail dated Friday, June 20, 2014, in which you requested, under the provisions of the Freedom of Information Act, 5 U.S.C. § 552, a copy of:

The USPTO Style Manual

The USPTO identified documents that are responsive to your request. A copy of this material is enclosed on disc.

Your request is considered complete with full disclosure. However, you have the right to appeal this initial determination to the General Counsel, United States Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450. An appeal must be received within 30 calendar days from the date of this letter. See 37 C.F.R. § 102.10(a). The appeal must be in writing. You must include a copy of your original request, this letter, and a statement of the reasons why this response is deficient. Both the letter and the envelope must be clearly marked "Freedom of Information Appeal".

The processing fee was less than \$20.00, and is hereby waived.

Sincerely,

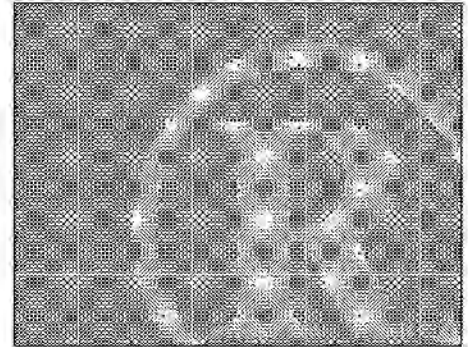
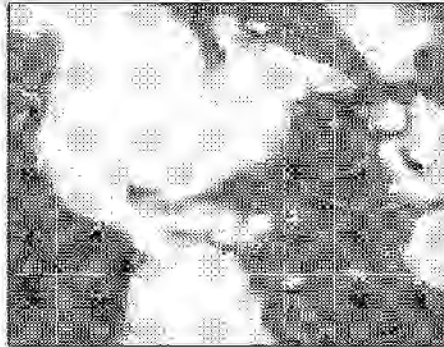
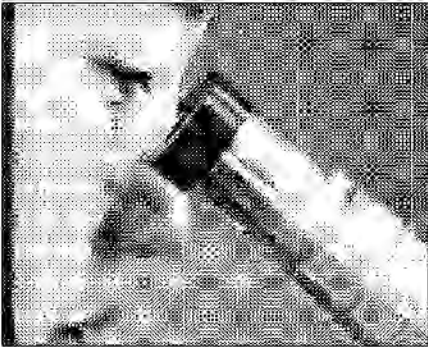
A handwritten signature in black ink, appearing to read "David Shewchuk", is positioned below the "Sincerely," text.

David Shewchuk
USPTO FOIA Officer
Office of General Law



UNITED STATES PATENT AND TRADEMARK OFFICE

Style and Graphics Guide



UNITED STATES PATENT AND TRADEMARK OFFICE
Style and Graphics Guide

Welcome to the United States Patent and Trademark Office (USPTO) Style and Graphics Guide. This guide will help eliminate inconsistencies in spelling, punctuation, and grammar. It is the latest edition of the Associated Press (AP) Stylebook (currently the 2007 edition), which works well for U.S. media, as well as corporate and university communications. It works well for Web like newspaper readers, they tend to scan the text rather than reading every word. This guide contains style guidelines specific to USPTO and addresses some frequently asked questions not addressed, please refer to the latest edition of the AP Stylebook for government-related questions. To





United States Patent and Trademark Office Style and Graphics Guide 2008

Welcome to the *United States Patent and Trademark Office (USPTO) Style and Graphics Guide*. Using this guide will help eliminate inconsistencies in spelling, punctuation, and grammar. It is based primarily on the latest edition of the *Associated Press (AP) Stylebook* (2007 edition), which is used by most U.S. media, as well as corporate and university communications. It works well for Web audiences because, like newspaper readers, they tend to scan the text rather than reading every word.

This reference contains style guidelines specific to the USPTO and addresses some frequently asked questions. For any additional editorial questions not addressed, please refer to the latest edition of the *AP Stylebook*. We also use the *Government Style Manual* for government-related questions; to access this resource, visit www.gpoaccess.gov/stylemanual/.

Marketing, training, and employee-based communications designed and created by/for the USPTO (i.e. employee newsletters, brochures, flyers, PowerPoint designs, etc.) should be submitted to the Office of Public Affairs (OPA) at least two weeks prior to distribution or publishing for both editorial and graphical review. For questions, contact Sylvia Farag at (571)272-2812 or e-mail Sylvia.Farag@uspto.gov.

This Style and Graphics Guide does not apply to other official documents and materials that already have a standardized template and design that is required (i.e. legal documents, congressional correspondence, Federal Register materials, etc.)

Office of Public Affairs Contacts

- For editorial inquiries, contact Sylvia Farag at (571)272-2812 or e-mail Sylvia.Farag@uspto.gov.
- For graphical inquiries, contact Michael Lee at (571)272-8332 or e-mail Michael.Lee7@uspto.gov.

Why have a Style and Graphics Guide?

Presenting a consistent image is vital to developing an organization's corporate identity. An effective identity—one that is easily recognized and visually appealing—is powerful.

An organization's corporate identity should demonstrate its commitment to quality, its employees, its constituents, its public, and to its strategic goals. It must make a memorable impression, one that clearly communicates the organization's mission, philosophy, and significance. A consistent message as expressed graphically and in the style of written communications is vital.

With that in mind, this *USPTO Style and Graphics Guide* provides the standards that all business units of the USPTO should follow in preparing most publications for internal and external audiences. These standards should be used in preparing materials for Internet and intranet Web sites as well.

Other Benefits of a Style Guide

Developing a style guide has long-range benefits. By using a style guide, organizations can save time and money by standardizing documents and presentations. As reflected in a study by Stephen Gale called, “A Collaborative Approach to Developing Style Guides,” key benefits to having a style guide include the following:

End Users	Developers/Editors	Business Team
Consistent messaging	Consistent look and feel	Credibility
Reduced frustration	Minimal re-invention	Increased market awareness
Enhanced morale	Leveraged learning	Increased product awareness
Improved efficiency	Production of reusable templates	Reduced training costs
Improved confidence	Reduced development time	Improved staff retention
Reduced resistance to new products/materials	Reduced arbitrary design decisions	Increased user acceptance of new materials/products

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Written Style Standards

Abbreviations/Acronyms

- Spell out an acronym or abbreviation in the first mention, with the acronym identified in parentheses; then abbreviate and use acronym throughout the remainder of the document. For a very long document, you may write out name in each section. For example: *Welcome to the United States Patent and Trademark Office (USPTO). The USPTO is a federal agency in the U.S. Department of Commerce. The USPTO occupies five interconnected buildings in Alexandria, Va.*
- Never separate “The United States” from “Patent and Trademark Office.” Therefore, the official acronym for the agency should always be USPTO, never just PTO.
- Use “the” before a name or acronym; e.g., the USPTO.
- U.S. – when used as an adjective, except for in the name of USPTO, which should be written out as “United States Patent and Trademark Office” on first reference.
- United States when used as a noun.
- Pub. L. No. _____ when referring to a public law.

Bullets/Numbered Lists

- Use numbered lists when explaining instructions that need to be performed in sequence. When numbers are not essential, use bullets.
- Start each bulleted item with a capital letter.
- If the bulleted item is a complete sentence, put a period at the end. If it is a list of nouns or phrases, do not use periods, except for the last item.
- The stem sentence introducing a bulleted list should be a complete sentence. For example: *The USPTO is composed of the following business units: (List business units in bulleted list).*

Capitalization

- Capitalize job titles when the title precedes the person’s name, lower case when the title follows the name or stands alone. For example: *President George Bush*, or, *George Bush is president of the United States*
 - Secretary of Commerce Carlos Gutierrez
 - Commissioner for Patents John Doll; Commissioner for Trademarks Lynne Beresford
 - Director Jon Dudas; Deputy Director Margaret J. A. Peterlin
- Capitalize the name of corporate business units when the official title is used: *Office of Public Affairs (OPA)*. Abbreviate in second and succeeding uses: *OPA*.
 - Note: Refer to business units as “corporate” and not “support” units.
- When referring to a government administration, the word “administration” is lower case. For example: *the president’s administration; the Reagan administration.*
- Capitalize proper nouns and the first word of a complete sentence.
- Other words to capitalize:
 - Patents/Trademarks – when referring to the organizations

- **Internet**
- **Constitution**
- **America, American**
- **Federal** – use a capital letter for corporate or governmental bodies that use the word as part of their formal names: *the Federal Trade Commission*. Lowercase when used as an adjective to distinguish something from state, county, city, town or private entities: *federal court, the federal government, a federal judge*.
- Words such as **congressional**, **presidential**, and **national** will be lower case.
- **Web, Web site, and Web page**, except for **webcast, webcam, and webmaster**.

Contact Information

- All communications should have a contact for more information to include a name, phone number, and e-mail address.
- All publications should include a Web address or hyperlink where more information can be found online (if applicable).

Copyright Protection

- Permission is required for reprinting art, graphics, and material from books, newspapers or magazine articles. Contact the source to obtain permission to reprint content.

Dates/Times/Locations

- For events, communicate the time, date, and location in that order: *The Office of Human Resources will offer training at 11:30 a.m., Thursday, Feb. 21, in the Madison Auditorium.*
- Include the day of the week in the date.
- Do not include the year, unless the date mentioned is not for the current year: *The USPTO expects to finalize updates to its new Web site by Feb. 21, 2009.*
- Use figures to indicate time, except for “noon” and “midnight.” *The seminar begins at noon.*
- Do not use “:00” for time when the event is at the top of the hour: *The training will be from 10 to 11 a.m.*
- Indicate “a.m.” or “p.m.” when referring to time: *The seminar was from 11:30 a.m. to 2 p.m.*
- Use “to” when referring to a time frame, not a hyphen. For example: *10 a.m. to 2 p.m. (not 10 a.m. – 2 p.m.).*

Foreign Words

- Italicize foreign or Latin words; e.g., *prima facie* or *inter partes*.

Formatting/Punctuation

- Materials containing multiple pages should contain page numbers in the bottom right corner of the document (except for speeches), unless not in accordance with specified template for official documents.
- Publications should be in italicized. For example: *Official Gazette, Federal Register.*
- In sequences within sentences, use a comma before the concluding conjunction in the last sequence. For example: *The main points to consider are whether the athletes are skillful, strong, and capable.*

Headlines

- A headline should be a complete sentence, in which only the first word and any proper nouns are capitalized. However, articles and forms of the verb “to be” are omitted. For example:
Registration deadline set for Dec. 1
- Headers act as road maps to readers in larger documents. They can be nouns, verbs, or phrases, but headers within a document should be consistent.

Legislation

- Names of legislation should also be italicized; e.g., *Patent Reform Act of 2007 (H.R. 1908, S. 1145)*

Names/Titles

- United States Patent and Trademark Office (**not** US Patent and Trademark Office, or US Patent & Trademark Office) written out on first reference in documents or in a section for long documents.
- When referring to Jon Dudas:
 - In an **internal document** use “USPTO Director Jon Dudas” on first mention; and “Director Dudas” on second mention and ongoing.
 - In an **external document** – use full title “Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office Jon Dudas” on first mention; and “Under Secretary Dudas” on second mention and ongoing.
- When referring to Margaret Peterlin:
 - In an **internal document** – use “USPTO Deputy Director Margaret J. A. Peterlin” on first mention; and “Deputy Director Peterlin” on second mention and ongoing.
 - In an **external document** – use “Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office Margaret J. A. Peterlin” on first mention; and “Deputy Under Secretary Peterlin” on second mention and ongoing.

Neutral Language

- Avoid using “he,” “him,” or “his” exclusively to refer to people in general. When possible, recast the sentence in the plural so that “they,” “them,” or “their” can be used. Or alternate “her” and “she” with “him” and “he” if it is not possible to make plural.
- Use “chair” or “chairperson” (not chairman, chairwoman).
- Use “disabled” (not handicapped). The House Committee on the Judiciary noted, when passing the Americans with Disability Act, that the use of the term “disabilities” instead of the term “handicaps” reflects the desire of the Committee to use the most current terminology.
- Use “people first” language when possible. For example: “person who is disabled,” **not** “disabled person,” or “person who is visually impaired,” **not** “visually impaired person.”

We encourage use of modern terms/language in official USPTO communication.

- When applicable, use modern terms when referring to race or ethnicity, such as African-American (not black), Middle-Eastern (not Arab), Asian-American (not Asian), Caucasian (not white), etc., unless it is part of an official name of a program, event or organization (e.g. Black History Month).

Numbers

- Use numerals for 10 and up; for one to nine, spell out the number. For example: *Nine students are enrolled in the course, down from 12 participants last year.*
- Use numerals with decimals.
- Spell out numbers when at the beginning of a sentence.
- Ages, percentages, and dollar amounts are always expressed as numerals. For example: *1 percent, or \$2.*
- Use commas in numbers 1,000 or greater.
- Spell out thousand, million, and billion except when in a table or graph; Use figures with "million" or "billion." *The nation has 1 million citizens. The company is worth \$7 billion.*
- Spell out "percent" in the narrative; use the symbol "%" in tables or graphics.

Photos

- An informative **caption** should be used underneath a photo and should be a complete sentence, telling the reader about the event/image. The caption should contain information that is non-obvious from looking at the photo. If people are in the photo, proper names and titles should be used.
- For any photos or graphics taken from external sources and that are not taken/produced by OPA or a USPTO employee (i.e. Google, newspapers, magazines, etc.), make sure to obtain all the necessary copyright permissions before using the photo or graphic. If there is a question about a particular photo, contact the Office of Public Affairs at (571)272-8400.
- Any document containing other logos or tag lines should be reviewed by Trademarks before submitting to OPA. For more information, contact Debbie Cohn at (571)272-7225 or e-mail Debbie.Cohn@uspto.gov.

Web and Internet

- Internet (not internet); intranet (not Intranet)
- Capitalize Web, Web site, and Web page (except for webcast, webcam, and webmaster)
- Web page (not webpage, web page, Webpage)
- Web site (not website, Website, web site)
- e-mail (not email, Email, E-mail)
- online (not on-line, on line, Online)
- On the Web, URLs should include the <http://> prefix: For example: *To obtain more information, visit the USPTO's Web site, <http://www.uspto.gov>.* In print, you can drop the <http://> prefix. For example: *To obtain more information, visit the USPTO's Web site, www.uspto.gov.*
- Add the USPTO Web site on the bottom front or back of the document: www.uspto.gov

Graphical Standards

The Graphical Standards help in creating a consistent look and feel for internal and marketing documents, providing guidelines for classic, innovative, and cutting edge materials. We want to make the clear statement visually that we are foremost a United States government agency. So red, white, and blue must dominate the color scheme. This is to help establish the branding of the USPTO through internal, marketing, training, and employee-based communications.

The USPTO Seal

- All USPTO documents, printed or electronic, should have the USPTO seal on the front cover (in the top left corner whenever feasible). To obtain a graphic of the USPTO seal, contact Michael Lee at (571)272-8332 or by e-mail michael.lee7@uspto.gov, or visit the OPA intranet page to download the seal at http://ptoweb.uspto.gov/ptointranet/opa/about/uspto_seal.htm.
- Also visit the OPA intranet page to access templates for various communication tools such as PowerPoint slides, fax cover sheets, newsletters, brochures, CD labels, etc. For questions, contact Michael Lee at (571)272-8332 or e-mail michael.lee7@uspto.gov.
- **Minimum Print Size** - The minimum size for printing the USPTO seal is one inch (as seen below) so that all letters are legible and details of the seal are visible. Do not alter the proportions of the line weight of the seal.



- **Minimum On-screen Display Size** – The minimum size for the USPTO seal to be displayed on-screen is one inch.
- **Requirements for space around seal** - In order for the seal to aptly represent the USPTO, it must be displayed in a prominent, uninterrupted manner. This means that the seal must not be cluttered by other elements such as text, photographs, or illustrations. Space must exist around the seal. The minimum amount of space should be one-fourth the diameter of the seal. For example, a seal printed at the minimum one inch should have at least one-fourth inch of space around it. The agency name should appear beside the seal and above the name of the business unit or the event, product or service that is the subject of the publication or printed material.



United States Patent and Trademark Office

Leading the World in Intellectual Property Protection and Policy

About USPTO

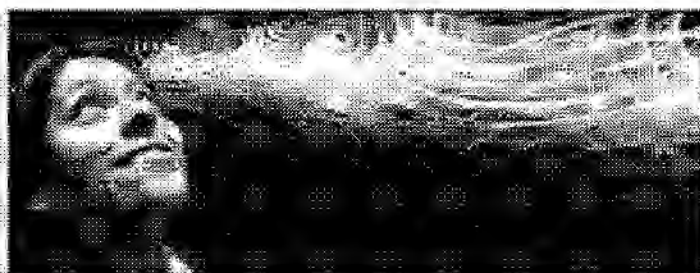
Patents

Trademarks

IP Policy

Careers

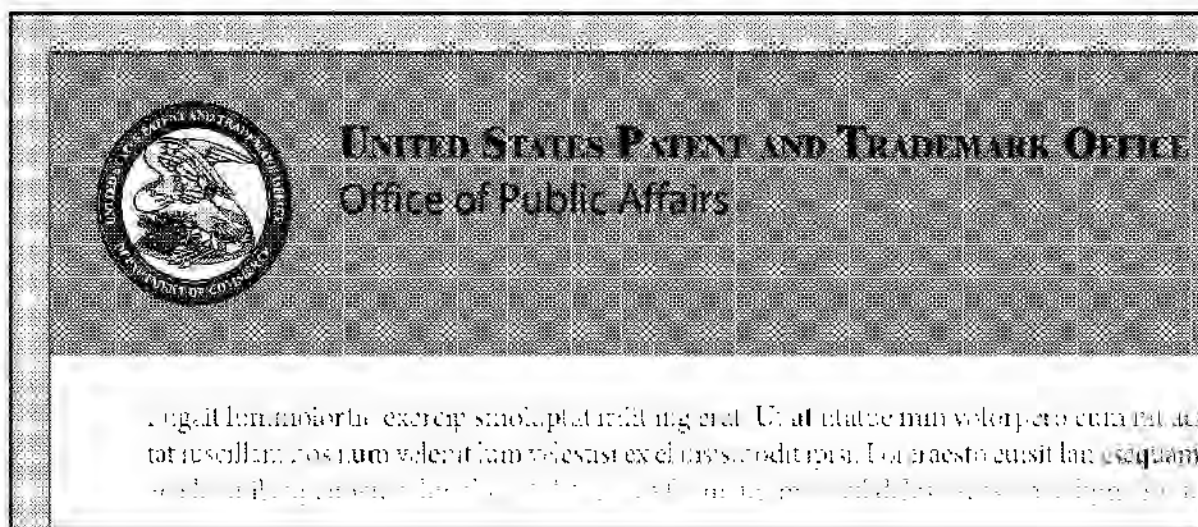
Bring the Spirit of Progress to Life



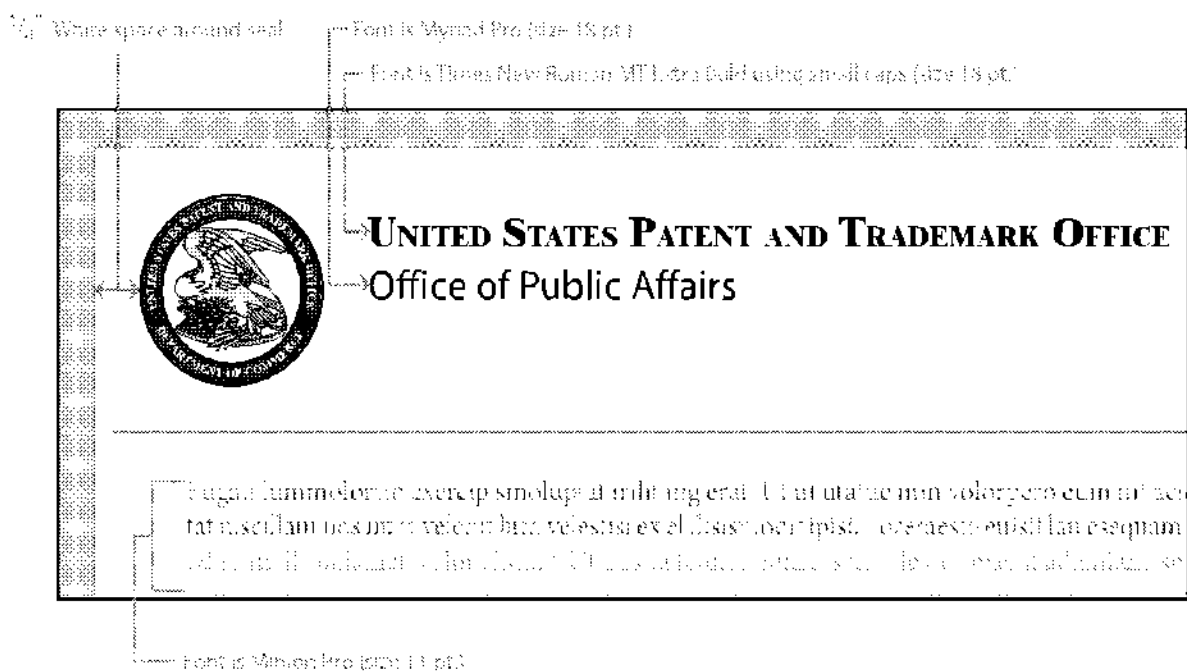
Imagination. Creativity. Possibility. Opportunity. At USPTO, we're powered by innovation and empower you to seize them to help make life as dynamic and rewarding as it can be.

[Find Your Career at USPTO](#)

- When using the seal on a colored background no part of the seal may be transparent. The white fill of the seal must always be reproduced in solid white.



- The agency's complete name "United States Patent and Trademark Office," must be spelled out (do not use "U.S."). The font used should be Times New Roman MT Extra Bold when available. If this font is not available, Times New Roman should be used. The preferred formatting is to use small caps; however upper and lowercase may be used as an alternative.



- Add the USPTO Web site on the bottom of the front or back of the document: www.uspto.gov

Fonts/Font Size/Font Colors

- All cursive or script fonts are prohibited for documents, unless approved for special use by OPA, such as in invitations.
- Recommended fonts for publications are as follows. All fonts may be larger.

○ Document Title

Verdana 18pt

The quick brown fox jumps
over the sleeping dog.

Myriad Pro 18pt

The quick brown fox jumps
over the sleeping dog.

○ Section Titles

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The quick brown fox jumps
over the sleeping dog.

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○ Headlines

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over the sleeping dog.

○ Headers

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over the sleeping dog.

Minion Pro 12pt bold
The quick brown fox jumps
over the sleeping dog.

○ Body and Captions (minimum size)

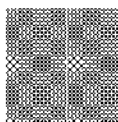
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The quick brown fox jumps
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over the sleeping dog.

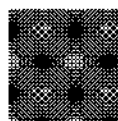
- The font size should not be smaller than 11-point font.
- The font color of the main text should be black. Color may be used for titles, headlines, headers and hyperlinks, but must be within the approved color palette.

Colors for Documents and Electronic Communications

- In documents and materials that have a design element, the dominant color scheme of the design should be red, white, and blue. As per the USPTO seal, the suggested red, white, and blue are as follows:



Pantone® color PMS 187
CMYK - 0% Cyan, 100% Magenta, 79% Yellow, 20% Black
RGB - 196 Red, 18 Green, 48 Blue

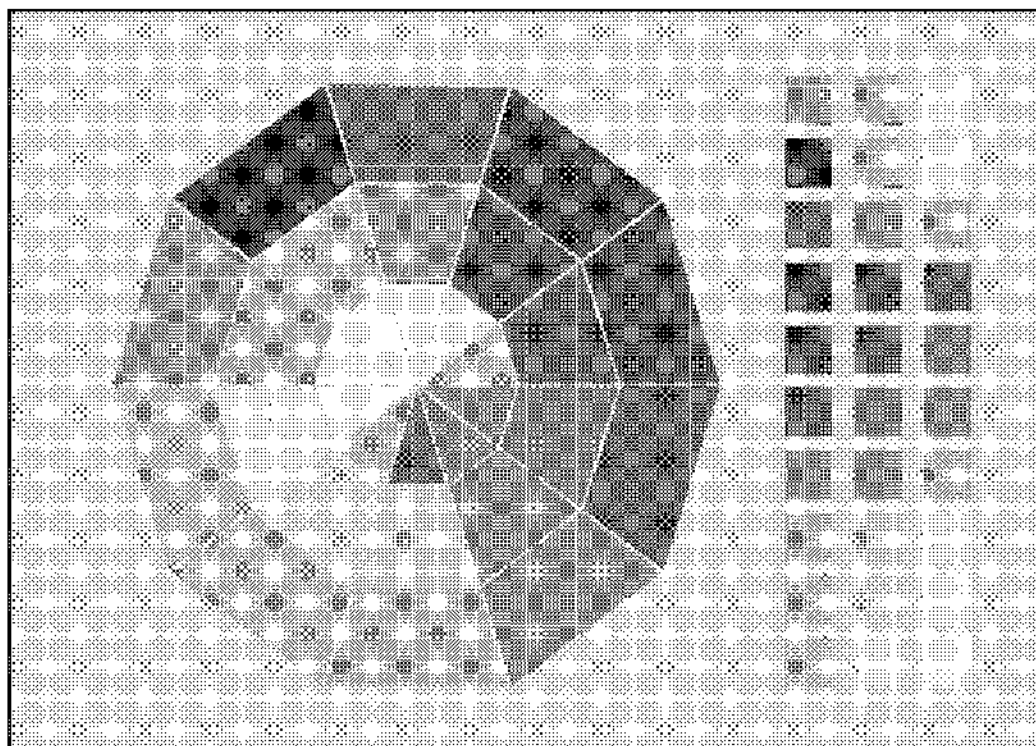


Pantone® color PMS 281
CMYK - 100% Cyan, 72% Magenta, 0% Yellow, 32% Black)
RGB - 0 Red, 62 Green, 126 Blue

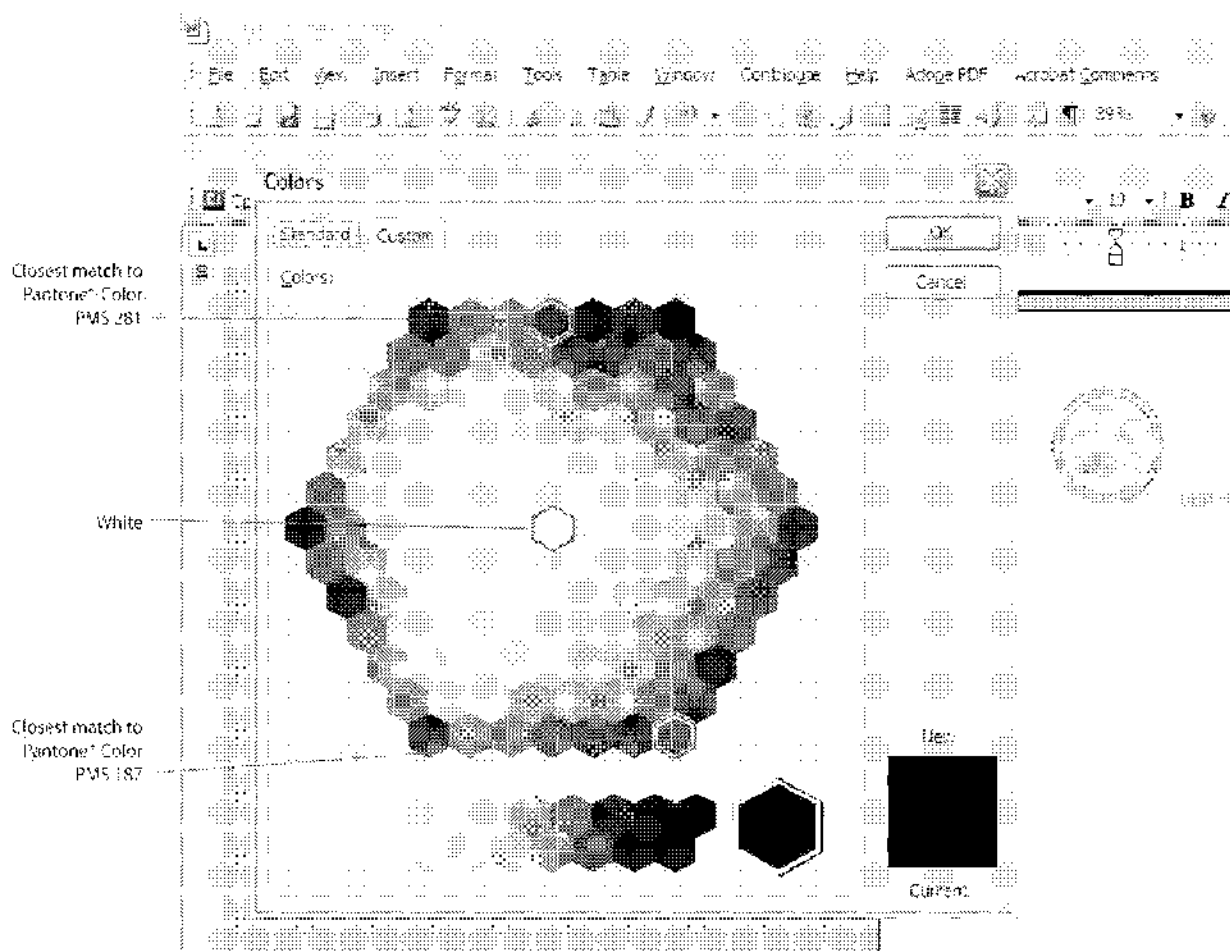


White
CMYK - 0% Cyan, 0% Magenta, 0% Yellow, 0% Black)
*Relative to standard computer paper white

- Other colors can be used secondary to the dominant color scheme. However, printed or electronic materials should be dominated by a red, white, and blue color scheme at first glance. For example, for an internal newsletter, the front of the newsletter should demonstrate the dominant color scheme, and inside the newsletter can be other approved colors. Color coding within a publication for navigational purposes is encouraged. Please see the chart below for other colors that can be used in conjunction with the dominant color scheme.



- If a document is being produced using Microsoft Office products, such as MS Word or PowerPoint, colors from the standard Microsoft color palette may be used.
- When Pantone® colors are not available, use the red, white, and blue selections in the Microsoft color palette as indicated below to closely match the Pantone® selections.



Template Samples

- Brochures *(to come)*
- CD Labels *(to come)*
- Fax Cover sheet
- Newsletters
- PowerPoint slides



United States Patent and Trademark Office

To:	[Click here and type name]	From:	[Click here and type name]
Fax:		Fax:	
Phone:		Phone:	

Date:	6/20/2008
Subject:	[Click here and type subject]

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UNITED STATES PATENT AND TRADEMARK OFFICE

Newsline Employee Newsletter

March 5, 2008

Section 1

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Ex essequam ex etue dip	19



UNITED STATES PATENT AND TRADEMARK OFFICE

Newsline Employee Newsletter

March 5, 2008

Section 1

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UNITED STATES PATENT AND TRADEMARK OFFICE

Newsline Employee Newsletter

March 5, 2008

Section 1

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Section title



Speaker

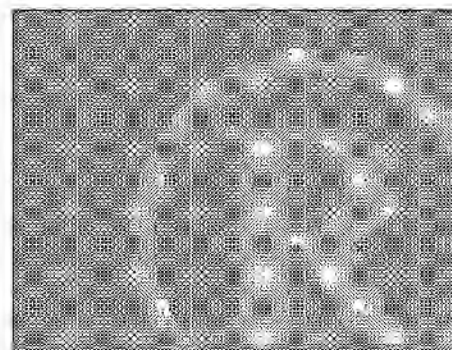
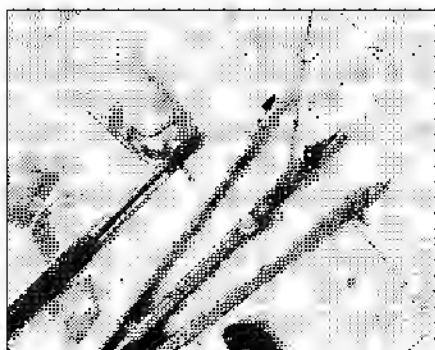
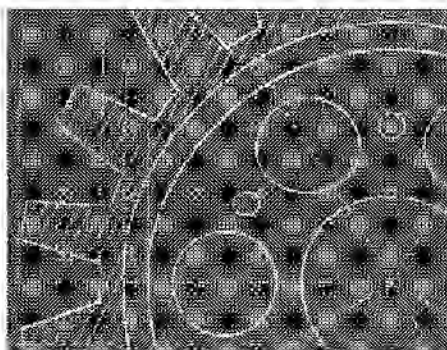
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Writing Style Guide

2008 Edition with 2012 Modifications

Using this guide will help eliminate inconsistencies in spelling, punctuation, and grammar. It is based on the latest edition of the Associated Press (AP) Stylebook 2012 edition, used by the U.S. media, as well as many corporations and universities. It works well for online audiences because AP style aims to deliver information to the reader quickly and allows for readers who scan and do not read every word.

This reference contains style guidelines specific to the United States Patent and Trademark Office (USPTO) and addresses some frequently asked questions. For any additional editorial questions not addressed, please refer to the latest edition of the AP Stylebook. We also refer to the Government Style Manual for government-related questions not covered in the AP Stylebook or this USPTO-specific guide.

For questions, contact the Office of the Chief Communications Officer at 571-272-8400. When in doubt, please call us or visit our office on the first floor of the west side of the Madison building on the USPTO's Alexandria campus.

Marketing, training, and employee-based communications should be submitted to the Office of the Chief Communications Officer (OCCO) at least 10 business days before your requested distribution or publishing date for both an editorial and graphics review. Fill out as much as you can on the OCCO Service Request Form and call 571-272-8400 if you have any questions.

Why have a writing style guide?

The USPTO's voice should demonstrate its commitment to quality, its employees, its constituents, its public, and to its strategic goals. It must clearly communicate the organization's mission, philosophy, and significance. Our voice should show we are the authority in intellectual property protection, without being authoritative. It should be professional and friendly to our readers, without being overly casual. It should portray our commitment to open government communication.

With that in mind, this USPTO Writing Style Guide provides the standards that all business units of the United States Patent and Trademark Office should follow in preparing publications for internal and external audiences. These standards should be used in preparing materials for Internet and intranet websites.

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Abbreviations and Acronyms

- Avoid using too many acronyms. You may be accustomed to referring to an organization or program by an acronym, but is it necessary and meaningful to our outside readers? Real words are easier and faster to read than acronyms, even though it may be tiresome to type the full organization name. Also, many of our readers use screen readers. Screen readers have an automated voice that reads the acronym as if it is a real word. For instance, they read USPTO as /us-pa-tow/.
- Spell out an acronym or abbreviation in the first mention, with the acronym identified in parentheses, then abbreviate and use acronym throughout the remainder of the document. Use “the” before USPTO. Example: Welcome to the United States Patent and Trademark Office (USPTO). The USPTO is a federal agency in the U.S. Department of Commerce.
- U.S. has periods when used in the body of your text. Omit the periods when used in a headline.
- The USPTO can be referred to as the United States Patent and Trademark Office or the U.S. Patent and Trademark Office, on first reference. Do not use periods when abbreviating the USPTO.
- Use ET and PT for Eastern Time and Pacific Time. Seven months of the year, standard time turns to daylight savings time, making EST wrong. Using ET and PT keeps this consistent all year long.

Bullets and Numbered Lists

- Use numbered lists when explaining instructions that need to be performed in sequence. Otherwise, use bullets.
- Start each bulleted item with a capital letter.
- If the bulleted item is a complete sentence, put a period at the end. If it is a list of nouns or phrases, do not use periods, except for the last item.

Capitalization

- Capitalize job titles when the title precedes the person's name, lower case when the title follows the name or stands alone. Examples: President Obama signed the America Invents Act. He is the president of the United States. Patent Examiner Jane Doe attended the signing. She has been a patent examiner for seven years.
- Capitalize the name of business units when the official title is used. Example: The Office of the Chief Communications Officer met with the Office of the Chief Information Officer yesterday.
- Other capitalization rules:
 - **Patents/Trademarks** when referring to the organizations at the U.S. Patent and Trademark Office.
 - The **Internet** is capitalized.
 - The **Constitution** is capitalized.
 - **American** or **Americans** are both capitalized.
 - Words such as **congressional**, **presidential**, and **national** are lower case.
 - **Government** is always lowercase and never abbreviated. Examples: the federal government, the state government, the U.S. government.
 - **Web** and **Web page** are capitalized, except for **website**, **webcast**, **webcam**, and **webmaster**.
 - **The office** is not capitalized. On second reference to the U.S. Patent and Trademark Office, consider using "the USPTO" instead of "the office."

Contact Information

All publications should include an internet address or hyperlink where more information can be found online, if possible, and a phone number or email address where users can get more information and ask questions.

Copyright Protection

Permission is required for reprinting art, graphics, and material from books, newspaper or magazine articles. Contact the source to obtain permission to reprint content.

Dates, Times, and Locations

- For events, communicate the time, date, and location. Example: The Office of Human Resources will offer training at 11:30 a.m. on February 21, in the Madison Auditorium.
- Do not abbreviate the months of the year unless the date is in a headline.
- Don't include the year after the month, unless the date mentioned is not for the current year. Example: The USPTO expects to make a public announcement on February 21, 2014.
- Use figures to indicate time, except for "noon" and "midnight." Example: The seminar begins at noon and the reception will start at 3 p.m.
- Do not use ":00" for time when the event is at the top of the hour. Indicate "a.m." or "p.m." when referring to time. Use a hyphen to indicate a time span when the times are both in the morning or afternoon. Use "to" when one is in the start time is in the morning and the end time is in the afternoon. Example: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.

Foreign words

Some foreign words and abbreviations have been accepted universally into the English language, such as *bon voyage*; *versus*, *vs.*, *et cetera*, etc. They may be used without explanation if they are clear in the context. Many foreign words and their abbreviations are not understood universally, although they may be used in special applications such as medical or legal terminology. If such a word or phrase is needed in a story, place it in quotation marks and provide an explanation. Example: This chapter is intended to be primarily a guide for U.S. Patent and Trademark Office personnel on the processing of prior art citations and *ex parte* reexamination requests. "Ex parte" is a Latin phrase meaning from one party." An *ex parte* decision is one decided by a judge without requiring all of the parties to the controversy to be present.

Formatting and Punctuation

- Use only a single space between sentences and after a colon. The outdated double-space is a remnant from the typewriter and today's tools automatically adjust the spacing between letters and words.
- Materials containing multiple pages should contain page numbers in the bottom right corner of the document.
- Publication titles should be capitalized but not italicized.
- In sequences within sentences, use a comma before the concluding conjunction in the last sequence. These are called serial commas. Example: The main points to consider are whether the athletes are skillful, strong, and capable.

Headlines

- A headline should be a complete sentence and in "title case," meaning all words are capitalized, except for pronouns. Months are abbreviated in headlines, but not in the body text. Example: Registration Deadline Set For Dec. 1
- Headers act as roadmaps to readers in larger documents. They can be nouns, verbs, or phrases, but headers within a document should be consistent.

Names and Titles

- When referring to David Kappos:
 - In an internal document, use "USPTO Director David Kappos" on first mention; and "Director Kappos" on second mention and ongoing.
 - In an external document, use full title "Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office David Kappos" on first mention; and "Under Secretary Kappos" on second mention and ongoing.
- When referring to Teresa Stanek Rea:
 - In an internal document – use "USPTO Deputy Director Teresa Stanek Rea" on first mention; and "Deputy Director Rea" on second mention and ongoing.
 - In an external document – use "Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office Teresa Stanek Rea" on first mention; and "Deputy Under Secretary Rea" on second mention and ongoing.

Numbers

- Use numerals for 10 and up; for one to nine, spell out. **Nine students are enrolled in the course, down from 12 participants last year.**
- Use numerals with decimals.
- Spell out all numbers when at the beginning of a sentence.
- Ages, percentages, and dollar amounts are always expressed as numerals. For example: 1 percent, or \$2.
- Use commas in numbers greater than 1,000.
- Spell out thousand, million, and billion except when in a table or graph. Use figures with "million" or "billion." **The nation has 1 million citizens. I need \$7 billion.**
- Spell out "percent" in the narrative; use the symbol "%" in tables or graphics.

Photos

- When using a photo, an informative caption should be used underneath the image and should be a complete sentence, telling the reader who, what, when, where, and why. The caption should contain information that is non-obvious from looking at the photo. If people are in the photo, they should be identified by name and title. If the photo is online, federal law requires an "ALT" tag that describes the photo just as you would describe it to someone on the telephone who cannot see the photo. For more information on ALT tags, please contact us at 571-272-8400.
- Any document containing other logos or taglines should be reviewed by Trademarks before submitting to the Office of the Chief Communications Officer.

Web and Internet

- Internet (**not** internet); intranet (**not** Intranet)
- Web page (**not** webpage, web page, Webpage)
- email (**not** e-mail, Email, E-mail)
- online (**not** on-line, on line, Online)

- Embed internet addresses, or URLs, in your text in an online document. When you need to include the internet address, URLs should not include the `http://` prefix, unless the URL does not begin with “`www.`” Note that you must include the `http://` in your link or it will not work.

Examples: In an online document, “To obtain more information, visit the USPTO online.” In a print document, “To obtain more information, visit the USPTO online at www.uspto.gov.”

If you are creating a print document and need to include an internet address, please request a shortened URL from the Office of the Chief Communications Officer. We can either create a marketing URL for your page, such as www.uspto.gov/subscribe or use an official federal government URL shortening source for a user-friendly internet address. If your internet address ends in `index.jsp`, `index.html`, `main.jsp`, or `main.html`, omit those from the printed address.

Avoid including URLs that look like these in your text:

`http://www.uspto.gov/products/catalog/patent_services/index.jsp`

`http://www.uspto.gov/patents/resources/general_info_concerning_patents.jsp#heading-8`