

Copyright Guidelines

Copyright protection is accorded to any original work of authorship fixed in any tangible medium of expression from which it can be perceived, reproduced, or communicated.

Copyright Notice:

Precor policy is to display a copyright notice on all copies of original work. A proper Precor copyright consists of three parts:

- The Symbol © or written out for works not submitted for copyright (such as ads, banners, emails, etc)
- The year of publication of the work
- The name of the owner of the copyright in the work – i.e. Precor Incorporated

Therefore a proper copyright notice of a Precor product should take one of the following forms:

- © 2012 Precor Incorporated
- Copyright 2012 Precor Incorporated

Quotes & Testimonials:

Get written permission from the person featured to use his/her name and quote in materials.

Quotes from Publications:

This includes articles, excerpts, artwork from magazines, newspapers, books or any other publications. Get permission from the publisher – as the publisher may have guidelines or restrictions for use. Do not assume that any printed material is in the public domain and therefore, for your free use.

Photographs:

- (1) Get permission from the photographer or owner of the copyright in writing. If you are using a stock photography website, the site will have the proper procedures for permission.
- (2) Get permission and a signed release from any people in the photograph if photo is from a private source. Contact the Precor Marketing team as 1+ (425) 486-9292 for a standard Precor photo release.

You must get permission for images from the web (including Google).














Trademarks and Registration

The Mark	How it is used	Description
Adaptive Motion Trainer®	Three words - each word begins with capital	Reference to the Precor AMT
AMT®	Three letters - all caps	Acronym for the Adaptive Motion Trainer
Cardio Theater®	Two words- each word begins with capital	Reference to Cardio Theater products
CrossRamp®	One word - with C & R both capitalized	Reference to the ramp that moves up and down on the EFX
EFX®	Three letters - all caps	Acronym for the Elliptical Fitness Crosstrainer
EFX Elliptical Fitness Crosstraining™		Reference to training on EFX
Elliptical Fitness Crosstrainer™	Three words - each word begins with capital	Reference to Precor Ellipticals
Elliptical Fitness Crosstraining™	Three words - each word begins with capital	Reference to training on EFX
Experience™	The word - first letter capitalized	Reference to Precor Cardio lines
Experience Strength™	Two words- each word begins with capital	Reference to Precor Strength lines
Ground Effects®	Two words- each word begins with capital	Reference to technology in Precor treadmills
Icarian®	The word - first letter capitalized	Reference to the Precor commercial Icarian strength products
Integrated Footplant Technology™	Three words - each word begins with capital	Reference to technology in Precor treadmills
Member Experience®	Two words- each word begins with capital	Reference to user experience with Precor products
Muscle Monitor™	Two words- each word begins with capital	Reference to readout on display of EFX
Precor®	The word - first letter capitalized	Reference to the brand
Preva®	One word - with a capital P	Reference to Precor Networked Fitness
QuickStart™	One word - with Q & S both capitalized	Reference to the button on cardio product displays that instantly begins workout
SmartRate® / Smart Rate®	One word - with S & R both capitalized Two words - each word begins with capital	Reference to readout on cardio products that show actual heart rate in relation to user's target zone
Space Planner®	Two words - each word begins with capital	Reference to the Precor space planning tool
SmartService™	One word (not used in U.S.) - with S & S both capitalized	Reference to Precor Service
StretchTrainer™	One word - with S & T both capitalized	Reference to the Precor StretchTrainer
Stride Dial™	Two words- each word begins with capital	Reference to readout that show stride distance on AMT products
Teambike™	One word (not used in U.S.) - with T capitalized	Reference to the Precor indoor cycle

International Use: Use appropriate marks for the country you are in. Please check with legal counsel if you have any questions.



Trademarks and Registration: Logo Marks

The Logo	Usage	Description	The Logo	Usage	Description
	® The logo as shown, and as designated in corporate identity guide	Reference to the brand See Logo Usage & Guidelines section		® The logo, as shown <i>(Not used in the U.S.)</i>	Reference to Precor TeamBike
	® The logo as shown, and as designated in corporate identity guide	Reference to Preva Networked Fitness See Logo Usage & Guidelines section		® The logo, as shown	Reference to Cardio Theater
	® The logo, as shown	Reference to the Precor AMT See Logo Usage & Guidelines section		® The logo, as shown	Reference to StretchTrainer
	® The logo, as shown	Reference to Precor Ellipticals		® The logo, as shown	Reference to Authorized Precor Dealer See Logo Usage & Guidelines section
	® The logo, as shown	Reference to Precor Ellipticals		® The logo, as shown <i>(Not used in the U.S.)</i>	Reference to SmartService
	® The logo, as shown	Reference to Precor Icarian Line			

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Trademarks and Registration Guidelines

Use of ™ and ® with a document

Include appropriate symbol in first usage on a page or most prominent location on document page.
It is not necessary to use the symbol more than once on a single page.

® should always appear in text as superscript.

Example: Precor®

International Use

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