

# Referring to SAS and Its Products or Services

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- Always write the name “SAS” in uppercase letters with no periods.
- Here is the official description of SAS Institute: SAS is the world’s largest privately held software company.

**Note:** The phrase *privately held* (as opposed to *public company*) means the company is privately owned and does not sell stock.

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**[This statement should not be modified.]**

## Important trademark errors to avoid.

Do not use trademarks as nouns. Treat them as adjectives.

**Wrong:** We used SAS to ...

**Right:** We used SAS software to ...

**Wrong:** SAS/GRAPH's capabilities

**Right:** SAS/GRAPH software's capabilities

Don't form possessives using trademarks.

**Wrong:** SAS/GRAPH's capabilities

**Right:** SAS/GRAPH software's capabilities

Do not join trademarked brand or product names or our company name to other words with slashes, hyphens, etc.

**Wrong:** SAS/Prime INFORMATION interface

**Right:** SAS/ACCESS interface to Prime INFORMATION

**Wrong:** SAS-based applications

**Right:** Applications based on SAS software.

**Wrong:** SAS/HP Announce New Partnership

**Right:** SAS and Hewlett-Packard Announce New Partnership

**Note:** *Never* precede a product name or the word SAS with the prefix *non-*.

Do not use trademarked product names for generic references.

**Wrong:** Include a xerox along with the original.

**Right:** Include a photocopy along with the original.

**Note:** Some trademarks have come into popular usage and have lost their trademark registration. *Yo-yo* and *escalator* are examples of this.

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