

# Referring to SAS and Its Products or Services

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Always write the name “SAS” in uppercase letters with no periods.

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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 ...

**Don't form possessives using trademarks.**

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

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

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

**Wrong:** SAS-based applications

**Right:** Applications based on SAS software

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

**Right:** SAS and Intel Announce New Partnership

**Do not precede a product name or the word SAS with the prefix non-**

**Wrong:** Our product uses non-SAS code

**Right:** Our product uses code not written in SAS

**Do not use a SAS trademark in your product or service name or any other manner which may cause confusion over the origin of the SAS software or service your product relates to.**

**Wrong:** Ajax launches FAST SAS services.

**Right:** Ajax launches FAST services for SAS software

**Wrong:** QuickStart SAS Consulting Service

**Right:** QuickStart Consulting Service for SAS solutions

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