Referring to SAS and Its Products or Services

- 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.

Visit [About SAS Institute](#) for more corporate information about SAS.

**Guidelines for using SAS Institute trademarks**

We encourage you to use SAS trademarks in your writings about SAS products and services. However, in order to assure that we are able to maintain the value of our trademarks, we ask that you adhere to a few simple guidelines when doing so. Please refer to the attached list of [SAS Institute Inc. Trademarks](#). If you have further questions, you can contact the SAS trademark administrator, Karen Day at Karen.Day@sas.com or at (919) 677-8000 ext. 6016.

- **Permission to use SAS trademarks does not include permission to use any trademarked SAS logos** – including the stylized SAS corporate logo – or the tagline *The Power to Know®*.

  Have your SAS customer representative contact the SAS Corporate Communications Department with any requests to use SAS logos or the tagline *The Power to Know®*.

- Do not use a trademark symbol after the word SAS when referring to SAS Institute Inc.

- The **first** time you refer to a registered trademark or trademark of SAS (regardless of location, be it in a prominent position or in text) include the appropriate symbol – ® or ™ or SM. For example, at the first mention of the product SAS/STAT include the registered trademark symbol: “We analyzed the data using SAS/STAT® software.”

- You should use the appropriate trademark symbol whenever a trademarked product or service name appears in a prominent manner. By “prominent” we mean, bolded or underlined text, larger fonts, titles/captions, and in charts or lists.

- Include the SAS trademark notice shown below in a footnote at the bottom of the page or the end of the article. This notice should be used in any collateral where SAS -- or any of its products or services -- is mentioned.

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

[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.

Crediting SAS Institute Inc. Copyrighted Materials

Whenever your document uses materials that are copyrighted by SAS Institute Inc. (including example SAS code or output) you must obtain permission from SAS. All requests for permission to use copyrighted materials, along with a copy of the materials you wish to use and a description of the document you are writing and how it will be published and/or distributed, should be sent to the SAS Publications Division. Once your permission has been granted, you will be required to include the following footnote in your documents:

[Description of material] taken from Full Name of SAS Institute Publication Copyright © [YEAR] SAS Institute Inc., Cary, NC, USA. Reprinted with permission. All rights reserved.

Note: The proper citations for SAS publications can be found on the copyright page of the individual work.

Questions regarding the proper formatting of example code or other materials from these publications should be directed to the Editing and Testing Department in SAS’ Publications Division.

Referencing Data Analysis Performed with SAS® Software

Your citation for the data analysis you performed with SAS software should contain the name of the SAS software products used, the version number of the software and copyright date as well as a statement to indicate ownership of the trademarks. An example citation would be as follows (brackets "[]" indicate data that should be supplied by you):
The [output/code/data analysis] for this paper was generated using [SAS/STAT] software, Version [8] of the SAS System for [Unix]. Copyright © [year of copyright] SAS Institute Inc. SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc., Cary, NC, USA.

If you did not perform the data analysis yourself or are not familiar with the specifics of the SAS software used for the data analysis, you should be able to obtain this information from either your institution’s SAS software administrator or the person who actually performed the data analysis.

Please note that this information provides the level of detail generally required by scientific journals in order to assure that the data can be replicated. If you are unable to determine exactly which products or version of SAS software was used in your data analysis, and if your publisher has no objection, then SAS would be agreeable to the use of a shorter citation such as:

The [output/code/data analysis] for this paper was generated using SAS software. Copyright, SAS Institute Inc. SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc., Cary, NC, USA.

21.04.0115