

The following words, phrases and products should not be entered in ESP Updates unless the supplier has authorization from the tradename owner:

Apple Products (and Apple look- alike)
Band-Aid
Bankers – in reference to pens, pen refills and pencils
Barefoot
Big Thunder and Little Thunder (in reference to Bags)
Black Ice
Blender Ball
Blender Bottle
Boeing trademarks
Boss
Car Safety Hammer
CamelBak
Chameleon – in regards to Putty and Putty-like products
Circular Drawstring Bags-sport themed
Clik Clak
Clubmaster®
Crazy Aaron, Crazy Aaron's – in regards to Putty and Putty-like products
Croakies – in relation to eyewear retainers
Cuffins
DigiClean™
Disney (Walt Disney) trademarks
Disrupt
EZ up or E-Z up
Frisbee, Frisbees
Gemline
Greek Letters
Heineken
I Love NY; I Love New York
Ice Melts, Whisky Rocks
iRing
Javalina and Javelina (or any similar word in reference to Pens)
Jenga
Koozie
Leatherman
Lighter Leash
Liquid Glass – in regards to Putty and Putty-like products
M&M's
Magic Cube and variations of Magic cube EX: Magic Puzzle cube
March Madness
Matcha Matcha Man ®
Mighty Mug
Moleskine
MopTopper; MopToppers

Mug with Spoon
Oakley – in regards to sunglasses
Olympic, Olympics, Olympiad, Olympiads, Olympian
Onesie
ONE-WRAP®
Opper Fiber
Oscar
Paper webkey products
PhoneSoap
Pilot (in regards to pens)
Pine Tree Shape Air Freshener
Pocket Sprayer
POG
Pooki's Mahi ®
Pop Socket(s), PopSocket(s)
PopWallet
Porsche
Post-it®
Puttyworld – in regards to putty and Putty-like products
Quality Logo Products
Rambler
"Rattin' Rap", "Rattlin Rap", "Rattling Rap", "Rattlin' Rap Rapala" , "Rattling Rap Rapala" and
"Rattlin Wild" (It is permitted to use "Rattlin Rapala" in reference to Fishing Lures)
Ray-Ban-in regards to sunglasses
REI
ResQme, resqme
Rolodex
Rubik's, Rubiks, Rubik and
Rubix
Samsonite Products
S'ip
Slinky
Smashlight
Smooth Sphere™ Trade Dress Lip balm (egg shaped/spherically-shaped lip balms)
Snuggie
Soft Touch
Sportmixer
"Swiggies" & "Swiggie": wrist-shaped water bottle products
Super Bowl & Superbowl
S'well
Tank® or Tank® Style – in reference to a watch
Tabasco
Thinking Putty – in regards to Putty and Putty-like products
Trash Stash, Trash-Stash
Tumbling Tower (s)
US Green Building Council

V-Rod in reference to bottle opener products

Vapur refillable water bottles

VELCRO®

VELSTRAP®

Wayfarer, Wayfair

Whisky Stones, Whiskey Stones

Woodees guitar pick mobile stylus

Yeti and Yeti Rambler