

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

- AirPods (also Air Pods, EarPods, Ear Pod)
- AirTag/AirTags
- Apple Products (and Apple lookalikes)
- Band-Aid
- Bandoggies (in reference to: Pet Items- Bandannas, Pet Items-General, Pet Items-Leashes & Collars)
- Bankers (regarding Pens, Pen Refills and Pencils)
- Barefoot
- Big Thunder and Little Thunder (regarding Bags)
- Black Ice
- Blender Ball
- Blender Bottle
- Boeing trademarks
- Bontsu
- Buff
- Car Safety Hammer
- CamelBak
- Chameleon (regarding putty and putty-like products)
- Cheesehead (regarding: Novelty Hats, Seat cushions; non-metal and non-leather key chains. Insulated sleeve holders for beverage cans; coasters made of foam; cups. Beach towels; fleece blankets; hand towels. Clothing, namely, neckties made in whole or in substantial part of foam; socks, sleeves worn separate and apart from blouses, shirts, and other tops; pajamas. Flying discs; footballs made of foam; cheese shaped foam toys; toy daggers; toy trophies; toy purses; foam novelty championship belts; Christmas tree ornaments; toy foam novelty items, namely, hanging dice.)
- Circular Drawstring Bags-sport themed
- Klik Clak
- Clubmaster®
- CoolFiber (in reference to Towels-hand, Towels-General, Washcloths)
- Crazy Aaron, Crazy Aaron's (regarding putty and putty-like products)
- Croakies (in regard/relation to eyewear retainers)
- Cuffins
- DigiClean™
- Disney (Walt Disney) trademarks
- Disrupt
- EarPods (see AirPods)
- EZ up or E-Z up
- Frisbee, Frisbees
- Gemline
- Glove Guard
- Grammy, Grammy Awards (regarding Awards)

- Greek Letters
- Halcyon
- Heineken
- Huggle (regarding Hooded Sweatshirts/Blankets)
- 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 (regarding putty and putty-like products)
- Little Trees
- 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
- Nuckees
- Oakley (regarding Sunglasses)
- Olympic, Olympics, Olympiad, Olympiads, Olympian
- Onesie
- ONE-WRAP®
- Ono Roller (regarding Fidget Toys/Massagers)
- Opper Fiber
- Oscar
- Paper webkey products
- PhoneSoap
- Pilot (regarding Pens)
- Pine Tree Shape Air Freshener
- Pocket Sprayer
- POG
- Polyweave
- Pooki's Mahi ®
- POP (In relation to hand grips, stands, and mounts adapted for handheld electronic devices, namely, smartphones, tablet computers, cameras, and portable sound and video players)
- Pop Puck, PopPuck (regarding fidget spinners, toys, and magnets)
- Pop Socket(s), PopSocket(s)
- PopWallet
- Porsche

- Post-it®
- PowerHitter, Power Hitter and The PowerHitter Co. (Regarding smoking pipes, smoking urns, oral vaporizers for smoking purposes, and on-line retail store services featuring smoking implements; computerized on-line retail store services in the field of smoking implements)
- Puttyworld (regarding putty and putty-like products)
- Quality Logo Products
- Rambler
- "Rattin' Rap", "Rattlin Rap", "Rattling Rap", "Rattlin' Rap Rapala" , "Rattling Rap Rapala" and
- "Rattlin Wild" (Permissible to use "Rattlin Rapala" in reference to Fishing Lures)
- Ray-Ban (regarding Sunglasses)
- REI
- Remove Before Flight, RBF (regarding Keychains, Caps/Hats, Lanyards, Boxer Shorts, and Shirts)
- ResQme, resqme
- Rolodex
- Rubik's, Rubiks, Rubik and
- Rubix
- Samsonite Products
- S'ip
- Slinky
- Smart Money Clip
- Smart Pocket
- Smart Wallet
- Smashlight
- Smooth Sphere™ Trade Dress Lip balm (egg shaped/spherically shaped lip balms)
- Snuggie
- Soft Touch
- Sportmixer
- Sprout (regarding pencils)
- Stickit (regarding golf towels)
- Subaru
- Super Bowl & Superbowl
- "Swiggies" & "Swiggie" (regarding wrist-shaped water bottle products)
- S'well
- Tank® or Tank® Style (in reference to a watch)
- Tabasco
- Tervis
- Thinking Putty (regarding putty and putty-like products)
- Tile (regarding wireless tracking devices)
- 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®
- Vintella (regarding umbrellas)
- Wayfarer, Wayfair
- Whisky Stones, Whiskey Stones
- Woodees guitar pick mobile stylus
- Yeti and Yeti Rambler