

EFFECTIVE DATE: September 2023




Trademark Marking (TM/R) and Ownership Legal Line Guidelines for Marketing Materials

The following are global guidelines to help our IMC internal teams and their agencies determine if, within our own and third-party marketing materials: **(1) trademark markings (i.e., ™ or ®)** for the MASTERCARD, Circles Design, and PRICELESS marks are required; and **(2) trademark ownership statements** should be included in connection with all marks. Please note that the Brand Center guidelines and Franchise Rules are in the process of being updated. If you have any questions, please contact the IP legal team at trademarks@mastercard.com.

This guidance only applies to marketing materials produced after the effective date hereof. Changes do not need to be made retroactively to existing materials.

(1) Requirements on Usage of TM/R:

NOTE: This guidance is only applicable to the marks below and not to other brands such as Maestro, Cirrus, World Elite, acquisition brands, etc.

Mark	Mastercard and Co-Branded Materials
MASTERCARD	No TM/R required
	No TM/R required
PRICELESS	TM required if PRICELESS is (1) used standalone without  priceless lockup; OR (2) is not accentuated in any manner, e.g., italicized, capitalized, shown in a distinct color, etc. The TM is not required in any social media copy.
 priceless	No TM/R required

(2) Trademark Ownership Legal Lines Guidance:

Trademark ownership legal line no longer required for any of our marks on marketing materials, except:

- It must be included on Mastercard-owned websites (e.g., mastercard.com and priceless.com),
- Priceless.com emails, AND
- If required by Parity Rule below.

Parity Rule: If partner requires a trademark ownership legal line for their trademarks on materials, then we must also ensure proper trademark attribution is given to our marks. Sample trademark ownership legal lines are outlined below.

Trademark Ownership Legal Line Samples:

- Mastercard and the circles design are trademarks of Mastercard International Incorporated.
- Mastercard, the circles design, and Priceless are trademarks of Mastercard International Incorporated.
- [List marks on page] are trademarks of Mastercard International Incorporated.
- All trademarks are the property of their respective owners [if proposed by partner].

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