



LogoDesign Studio™

The Easiest way to make logos in just Minutes!

USERS GUIDE

for use with:

LogoDesign Studio
LogoDesign Studio Pro

Table of Contents

Part I Introduction	3
1 Whats New	4
2 Registering Logo Design Studio	4
Part II Getting Started	5
1 Installing Logo Design Studio	5
2 System Requirements	6
3 How to use this Help	7
Part III Creating your first logo	7
1 Using a Blank Canvas	8
2 Using a Template	9
3 My Logo Projects	10
Part IV The Interface	11
1 Main Toolbar	12
Toolbar Options	12
2 Menubar	13
Home Menu	14
Insert Menu	14
Color Menu	15
Effects Menu	17
Canvas Menu	20
3 Slide-out Panes	20
Left Slide-out Pane	21
Objects	21
Logo Concept & Info.....	22
Taglines	23
Right Slide-out Pane	24
Alignment.....	25
Layers	26
Advanced Tools.....	27
Part V Advanced Features	28
1 Working with Graphics	29
Adding Objects to the Canvas	29
Modifying Objects on the Canvas	29
Adding Pictures to the Canvas	30
2 Working with Text	31
Adding Text to the Canvas	31
Modifying Text on the Canvas	32
3 Working with Shapes	33
Adding Shapes to the Canvas	33

Modifying Shapes on the Canvas	34
4 Working with Taglines	35
Adding Taglines to the Canvas	35
5 Using Layers	36
Display properties	36
Modifying Layers	37
Editing Layers	37
Grouping Layers	38
6 Advanced Color Options	39
Accessing advanced Color Palettes	39
Spectroscope Palette	39
Color Chart Palette	41
HSV Palette	42
Part VI Additional Preferences	43
1 Canvas Setup	44
2 General Preferences	46
Part VII Managing your Logos	46
1 Importing an Image	46
2 Saving your Logo	47
3 Exporting your Logo	48
4 Sending Logo	50
Part VIII Product and Technical Support	50
1 Updating Logo Design Studio	50
2 Logo Design Studio Expansion Packs	51
3 Related Products	52
4 Getting Support	53
Part IX Legal Issues	54
1 Learn from LegalZoom.com	54
2 Legal side of Branding your Logo	60
3 United States Patent and Trademark offices Guidelines	62
4 Software License Agreement	66
Index	0

1 Introduction



Thank you for purchasing the latest version of Logo Design Studio from Summitsoft Corporation! The new version of **Logo Design Studio** (version 3.0 and higher) gives you the power to create professional logos that carry the right visual identity. When it comes to designing creative logos, Logo Design Studio is your best bet, by the #1 selling logo design publisher, Summitsoft Corporation (as reported by The NPD Group, May 2005 - Present). The flexible tools and effects let you create the right impact for your image, symbol, trademark, icon and the like.

This Help file is intended for use with Logo Design Studio, Logo Design Studio Pro and Logo Design Shop (versions 3.0 and higher) and, as such, may show screenshot content that is not available in one or more of the products.

Enjoy a whole new experience of designing logos like you always wanted to - get involved in the designing process, right from creating its concept to delivering the final output. Feel elevated with the perfect creative tool to design a look for any small business, corporate environment, church, or anything you want to stand out. Choose from a range of designs and concepts to create out of the box logo designs. Go beyond business-related logos by creating identifying graphics or text for stationery, website icons and buttons, page headers, titles for eBooks, text effects for digital movies, sports teams, festivals, organizations, fundraisers, local guides, conventions, fraternal organizations, educational institutions, television or radio media, newspapers and publications, music events or artists - just fire up your imagination and go to work!

Logo Design Studio gives you a range of exiting features and options to work with logos.

- Import Logos from other programs, graphics, image formats, or directly from your scanner or digital camera.
- Customize your logo design from the pre-designed templates.
- Use a range of Objects, Shapes and Taglines custom made for almost any concept.
- Logo Design Studio works is perfect for Design Professionals and Novice users, with virtually unlimited choices.
- Logo Design Studio simplifies the design process making it easier for you to concentrate on the overall look of your logo.
- Save time with intuitive options, tools, templates, designs, objects that are easily accessible.

- Export your image to an output format that works with the program of your choice.

PLEASE NOTE: Any references to company names in sample templates are for demonstration purposes only and are not intended to refer to any actual organization. Screenshots are only meant to be representative of program interface and may not accurately show included templates and objects.

1.1 Whats New

What's New?

The latest upgrade to the most popular Logo Design Software utility from Summitsoft Corporation features intuitive options with superior look and feel. There are a number of additions to the new version, some very obvious like the classy Interface based on new Microsoft® technology, and not so obvious additions like the enhanced feature options that give you a more powerful and easy-to-use design environment.

Discover the new Logo Design Studio features:

- More new Templates and Objects to choose from with a single click insert option. Easy access to advanced tools with an easier interface.
- Objects, Shapes and Text options are organized under the menus for effortless navigation.
- My Projects folder is listed under the File Menu for easy access and to manage multiple projects from a single window.
- Smart Interface with inherent Slide-out Panes featuring almost every design tool you need at your fingertips.

Need More? Export your logo to a format optimized for the Internet that will look great on a computer screen but take up less space on your computer. You can even export your logo in Greyscale format - a perfect option for fax documents or other related projects.

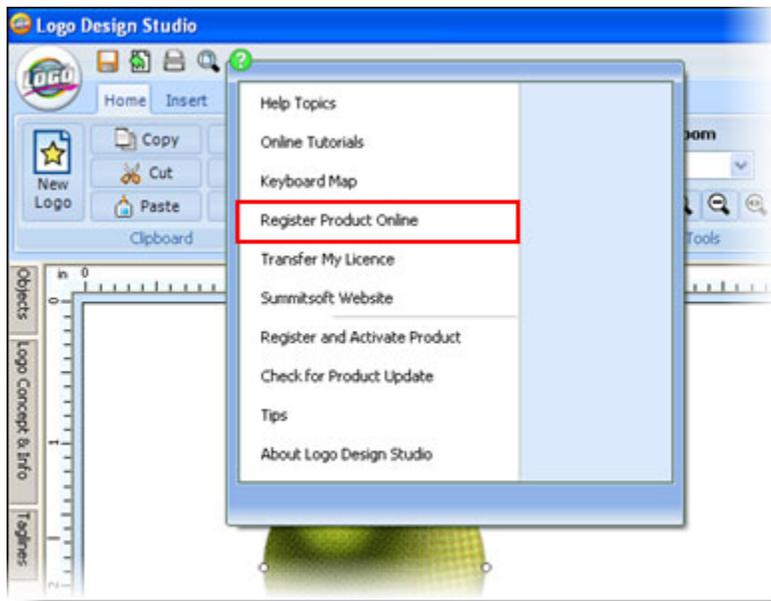
Discover more options with Logo Design Studio, the #1 selling logo design software in retail. Unlock your creative potential and have fun designing a new look for any personal or business project.

1.2 Registering Logo Design Studio

Registering Logo Design Studio

Registering your **Logo Design Studio** software is important. Registration provides you with timely access to the latest product updates, technical support, valuable information about new product releases, access to free downloads and logo templates, articles, tips and hints, and special offers on expansion packs and other Summitsoft® products.

To register your version click on the Help button on the Main Toolbar and Click on Register Product Online.



You can also register online at:

www.SummitsoftCorp.com/Register.asp

2 Getting Started

Getting Started

Find out more information on how to start using Logo Design Studio for the first time. Follow the steps outlined in the following topics to install and use your Logo Design Studio software.

What would you like to learn more about?

- Installing Logo Design Studio
- Creating your First Logo
- About the Interface

2.1 Installing Logo Design Studio

Installing Logo Design Studio

Insert the **Logo Design Studio** CD-ROM into your CD-ROM drive. Once the auto-run appears on your screen, click on Install to launch the installation program. You will be asked to read and accept our End User License Agreement prior to installing Logo Design Studio. Click "**Accept**" only after you have read and understood these terms and then follow the on screen installation instructions in order to complete the installation of Logo Design Studio.

If you have Auto-Run disabled, Click on **Start | Run**, and type in D:\Autorun.exe (Where “D” is the letter of your CD-ROM Drive.)

2.2 System Requirements

System Requirements

To Install and use **Logo Design Studio**, we recommend that your computer meets the following Minimum System Requirements.

Hardware: PC with Pentium 233 MHz or higher processor.

Operating System: Microsoft Windows® 2000, Microsoft Windows® XP, Microsoft Windows® Vista.

Memory: 256 MB of RAM.

Hard Disk: 200 MB of available hard-disk space.

CD-ROM or DVD-ROM drive (for boxed shipments)

To Install and use **Logo Design Studio Pro**, we recommend that your computer meets the following Minimum System Requirements.

Hardware: PC with Pentium 233 MHz or higher processor.

Operating System: Microsoft Windows® 2000, Microsoft Windows® XP, Microsoft Windows® Vista.

Memory: 256 MB of RAM.

Hard Disk: 650 MB of available hard-disk space.

CD-ROM or DVD-ROM drive (for boxed shipments)

To Install and use **Logo Design Shop**, we recommend that your computer meets the following Minimum System Requirements.

Hardware: PC with Pentium 233 MHz or higher processor.

Operating System: Microsoft Windows® 2000, Microsoft Windows® XP, Microsoft Windows® Vista™.

Memory: 256 MB of RAM.

Hard Disk: 80 MB of available hard-disk space.

CD-ROM or DVD-ROM drive (for boxed shipments)

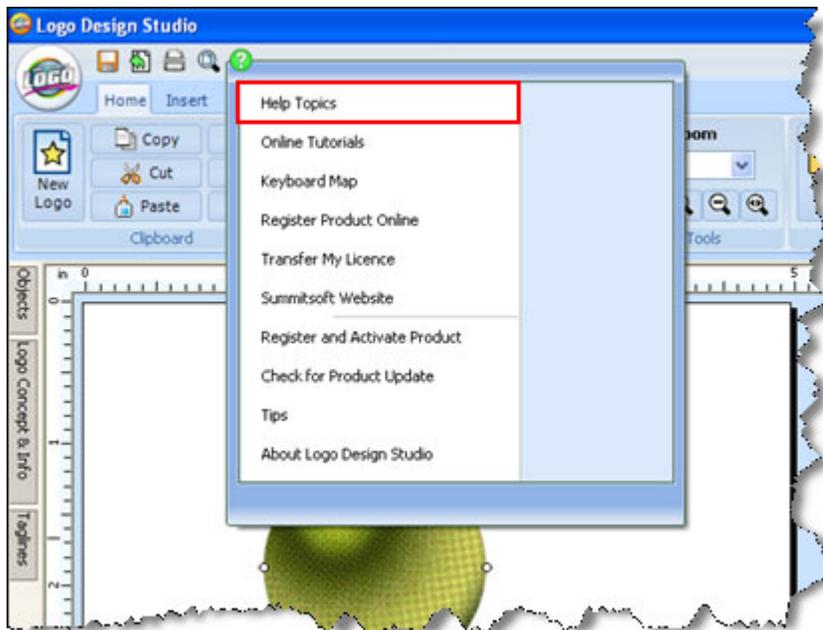
2.3 How to use this Help

How to use this Help

To learn more about Logo Design Studio, click on any of the help file topics in the list of topics at the left. Click on any of the book () icons to see the topics listed below it; click on any of the page () icons to display the topic associated with that page in this window. You can also select one of the browse sequences from the drop-down list above and move through the topics by clicking the Previous and Next buttons or by clicking one of the topics in the graphic browse sequence in the upper right.

How to access Help Topics

Click on the Help button on the Main Toolbar at the top of the Logo Design Studio interface to access the help topics. Alternatively you can press the **F1 key** on your keyboard to display the help topics.

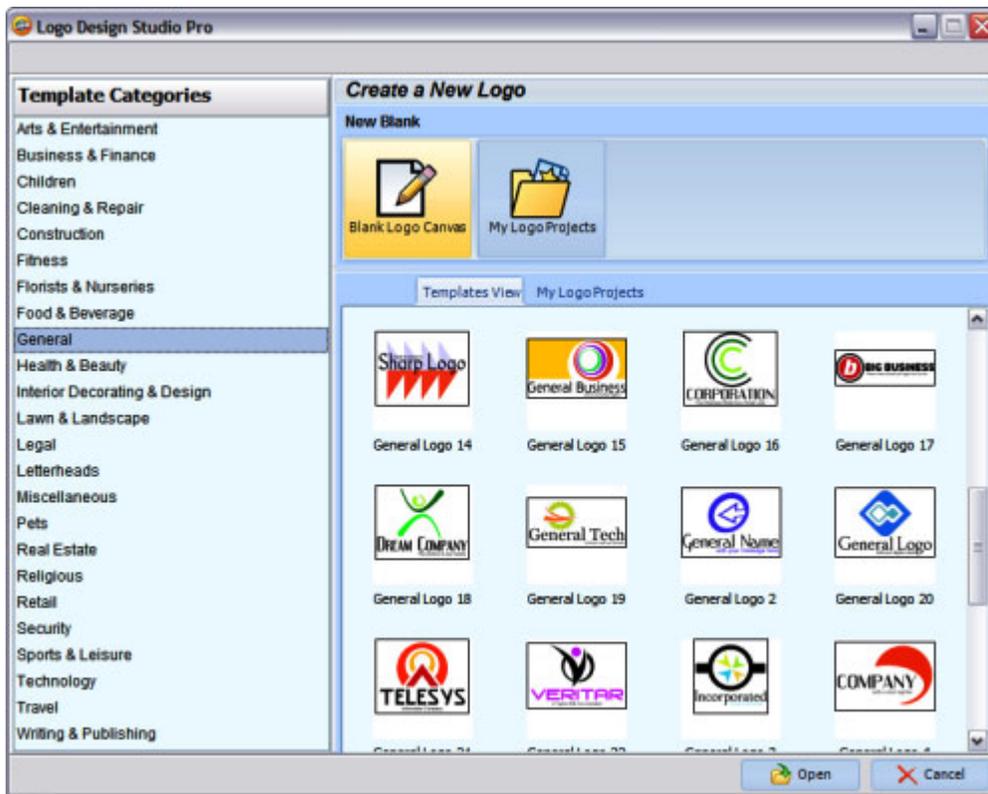


3 Creating your first logo

Creating your first logo

Working with the extensive features of **Logo Design Studio** is easy once you familiarize yourself with the user interface and the toolbars.

When you launch **Logo Design Studio**, a welcome window will open giving you the options to create a new logo from a blank canvas, open a pre-designed logo template, or open a recent logo project file that you may have previously saved.



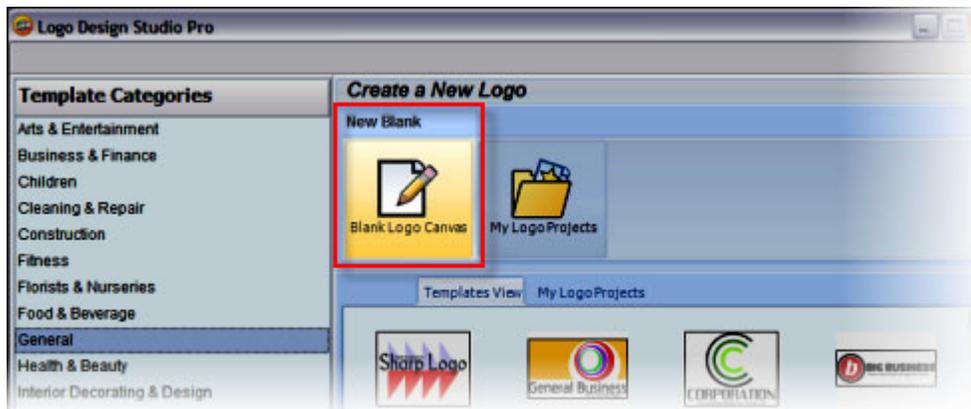
Learn More About

- Using a Blank Canvas
- Using a Pre-designed Logo Template
- My Logo Projects option

3.1 Using a Blank Canvas

Using a Blank Canvas

To create a new logo using a blank logo canvas, simply select the large Blank Logo Canvas button at the top. This will open a new blank logo canvas in the **Logo Design Studio** main program window.



When **Logo Design Studio** first opens your blank canvas (as selected from the welcome window), the canvas window opens a default canvas that is 5 inches in height by 5 inches in width. To resize the canvas, go to Format Menu in the Menubar and select Resize Canvas. You can resize the canvas dimensions based on pixels, centimeters, millimeters or inches; adjust the resolution (300 dpi is recommended for print use, 72 dpi for web use); change the background, and add a grid for more accurate text and object placement.

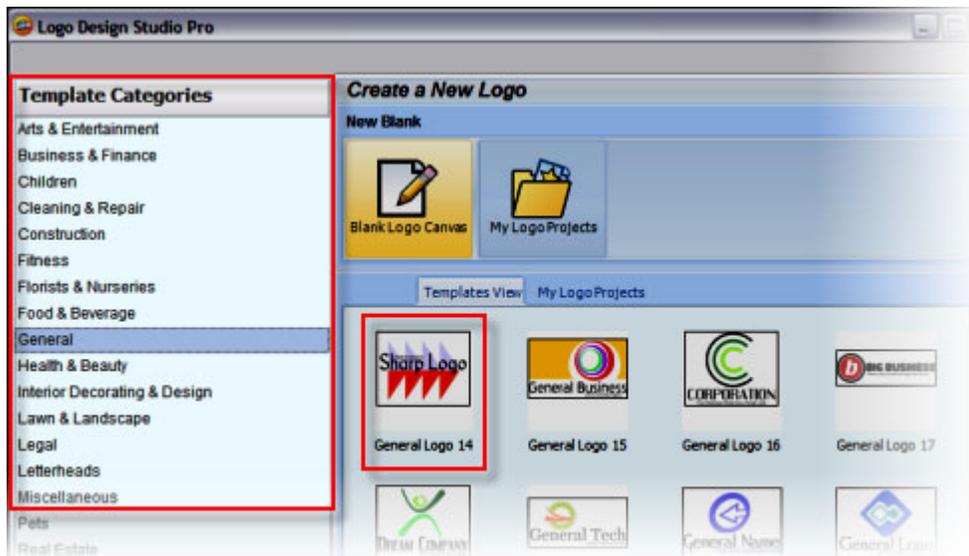
You can also create a logo from a blank canvas by selecting **New** from the **File menu** (the round Logo button at the top left of the main program window). If you have a logo project currently displayed, you will be prompted to save any changes you made to it before your new project is opened. The “**New Project**” dialog window will now appear:

Enter the name for your new logo project in the Project Name field. This name will be the name of the project folder **Logo Design Studio** creates for you. This location will be in a sub-folder of your My Documents folder called **My Logo Design Studio Projects (or, My Logo Design Studio Pro Projects; or, My Logo Design Shop Projects)**. The Original Location checkbox is checked by default; uncheck it if you want to save the logo in a different location and either edit the pathname or click Browse to navigate to a new location. You can resize the canvas dimensions based on pixels, centimeters, millimeters or inches; adjust the resolution (300 dpi is recommended for print use, 72 dpi for web use); and change the background. Click Ok to create the canvas.

3.2 Using a Template

Using a Template

Once you select and open a logo template from a category in the welcome window, the selected logo template will open in the **Logo Design Studio** main program window.



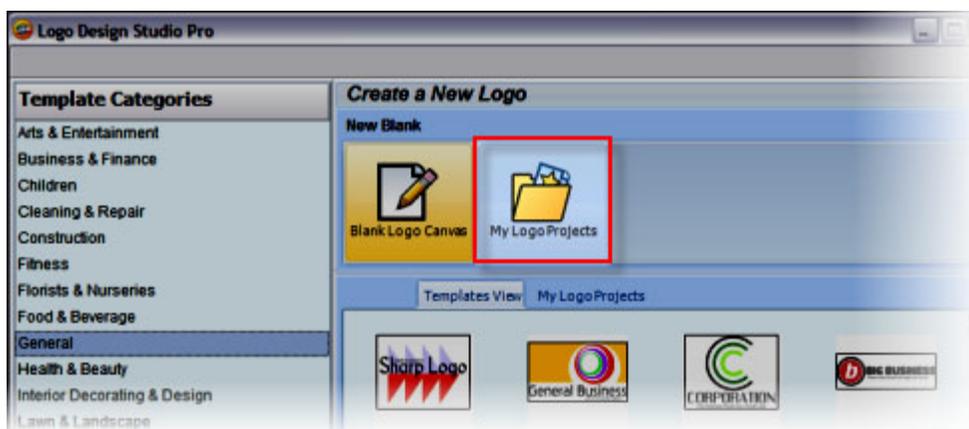
Once the logo template appears in the canvas window, you can click on any element to modify or delete it. Different options will become available on the Advanced Tools slide-out pane to the right once you click on an element in the canvas (just click the Advanced Tools side tab to slide out the pane), depending on whether it is text, shape or a graphic object. Read the appropriate sections of this help to learn more about Graphics, Text, Shapes, and Taglines, as well as saving and using your logo.

To modify a pre-designed logo template to your own look, simply select a template category from the left and then double click on the desired logo template in the Templates View section. You can also select a logo template and then click the **Open** button at the bottom of the window to open the selected template.

3.3 My Logo Projects

My Logo Projects

If you have already worked with **Logo Design Studio** and saved a project file, you can click on the large My Logo Projects button at the top to view your available project files. To open one, simply double click on the file to open it in the **Logo Design Studio Pro**[®] main program window.





Tip

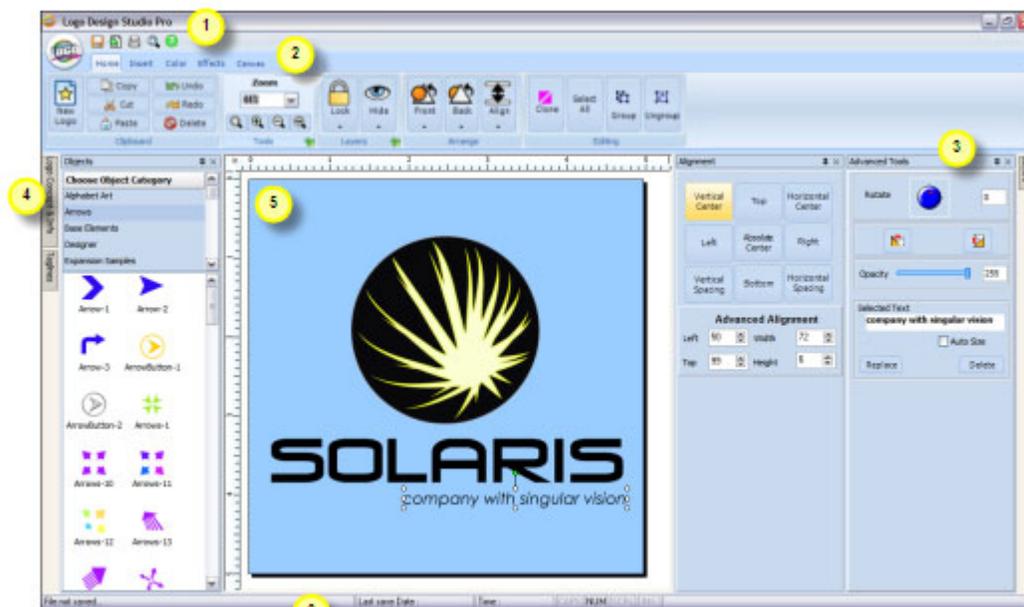
Logo Design Studio creates a file for your logo project in your project folder with the extension .lds. This file can only be opened within the program and allows you to modify your logo file at any time. Do not move a file with the .lds extension out of the project folder; otherwise it will no longer show up in your recent project files.

Once you get your canvas setup you can then add Graphics, Text, Shapes, and Taglines. Read the appropriate sections of this manual to learn the details of adding and modifying these elements, as well as saving and using your logo. At any time, you can choose to open a logo template by selecting the New Logo button from the File menu and choosing a template from one of the categories in the welcome window. Different options will become available on the toolbar and in the Advanced Tools slide out pane to the right once you add an element to the canvas, depending on whether it is text, shape or a graphic object.

4 The Interface

The Interface

The **Logo Design Studio Pro**® interface was designed to help you create a logo in as few steps as possible.



- | | |
|--------------------------|-------------------------------------|
| 1 Main Toolbar | 4 Docked Left Slide-out Pane |
| 2 Menubar options | 5 Canvas |

3 Undocked Right Slide-out Pane

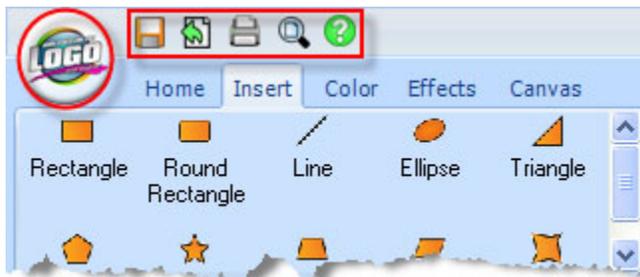
6 Status Bar

Clicking the logo canvas (not an object, text, shape or image) will automatically display menu options that allow you to Insert Shapes, Graphics (Pictures or Objects), Text, Tagline or a New Concept Canvas.

Adding a New Concept Canvas allows you to work on different variations of a single logo project file. You can switch your canvas view between two or more concept canvases by clicking on the Logo Concept & Info tab to the left of the logo canvas. When this slide out pane opens, simply select which canvas you want to view by clicking on the ones available in the Concept tab. You can also see information relating to each canvas by clicking the Info tab.

4.1 Main Toolbar

Main Toolbar



The Toolbar at the top of your Logo Design Studio main window includes a File Menu (the round logo button at the top of the Logo Design Pro main window) and the Save, Export, Print, Preview, Help menus. In addition to these options, many other options are organized inside the Standard Menubar. Click on any menu name (or icon) to display a list of functions and tools.

Learn More About:

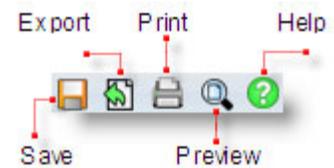
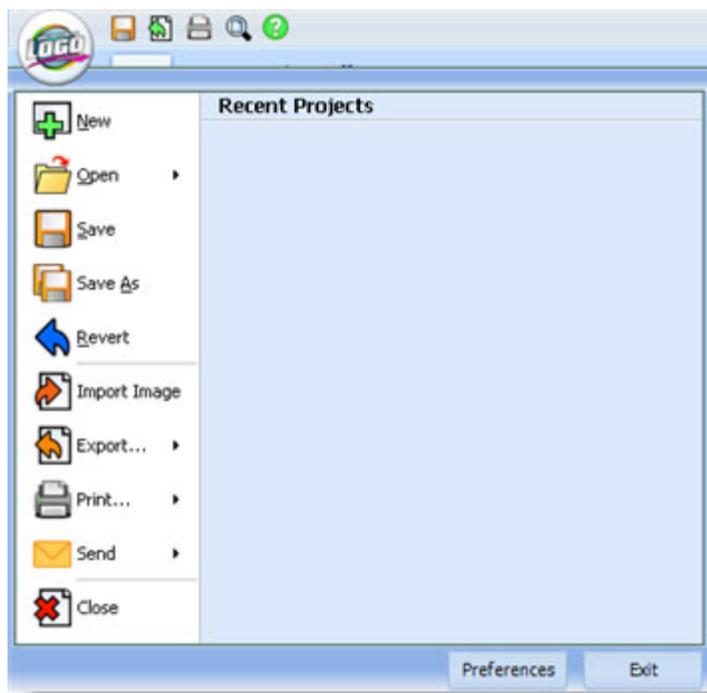
- Menubar Options
- Toolbar Options
- Slide-out Panes

4.1.1 Toolbar Options

File Menu

The File Menu contains the options to create, open, save, import, export, revert, print, email and close your Logo Design Studio projects. You can also set user preferences by clicking the

Preferences button at the bottom of the File Menu. Click on Exit if you wish to exit out of Logo Design Studio.

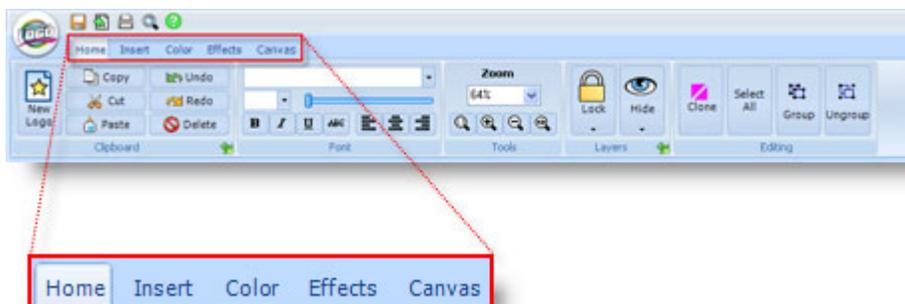


Main Toolbar offers quick options to perform the most useful functions. You can Save, Export, Print your project from here. Additionally, You can use the Preview button to preview the canvas and click on the Help button to access the Help Topics from the Main Toolbar.

4.2 Menubar

Menubar

The Menubar is located just below the Main Toolbar on the Logo Design Studio interface. The Home, Insert, Color, Effects and Canvas Menus organize and list the most useful functions. In addition to these visible menus, many options and features are also conveniently available inside the Slide-out panes. These options are usually dependent on the position of the cursor inside the Logo Design Studio interface. The options are available inside a Slide-out pane based on the object or item selected inside the canvas.



Learn More About:

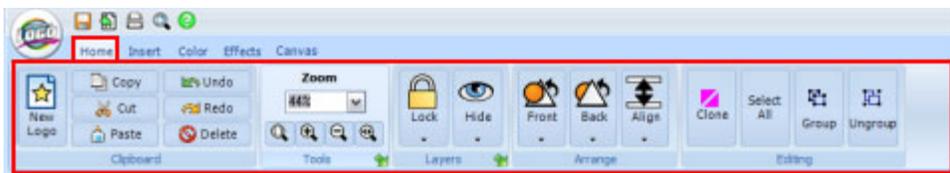
- Home Menu

- Insert Menu
- Color Menu
- Effects Menu
- Canvas Menu

4.2.1 Home Menu

Home Menu

You can use the Copy, Cut, Paste, Undo, Redo and Delete buttons in the Home menu tab for any selected object.



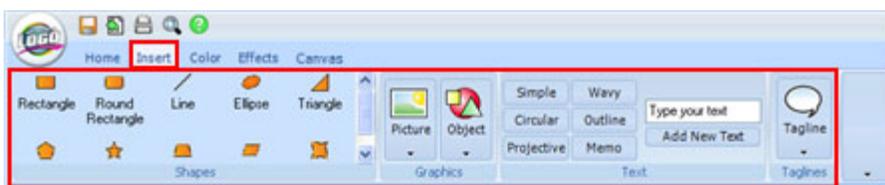
Copy will create an exact copy of the selected object that you can then Paste in another location on the logo canvas. Cut removes the selected object from the canvas but you can then paste it in another location or on another canvas altogether. If you are unhappy with a change you have made, you can Undo it at any time. Likewise, if you have undone a change you can then Redo the change to keep your modifications. The Delete button permanently removes your selection from the logo canvas.

Click the Clone button to make a copy of the selected object; the copy will appear in a new layer on top that of the original object and be displayed slightly lower and to the right of the original. The copy will become the selected object for further duplications and manipulation. To delete the selected object, click the Delete button, or press delete on your keyboard. You can also select the items on the canvas, group and ungroup them from the Home Menu.

4.2.2 Insert Menu

Insert Menu

The Insert Menu on the Menubar contains important functions to insert Shapes, Graphics, Text and Taglines on to the Canvas.



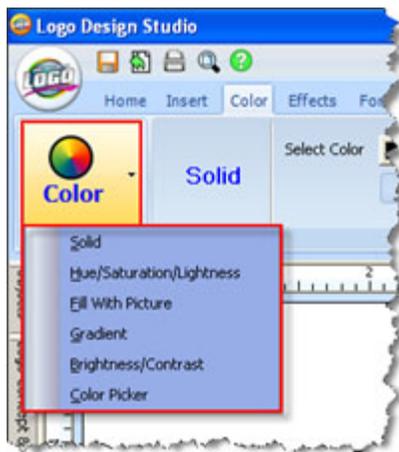
To insert a Shape, Graphic, Text or a Tagline click on the appropriate button and click on the Canvas (If you have set preference to Insert by Click. Else, click and drag the item to the Canvas). Once you have your desired item on Canvas, the Menu switches itself to the format options listed under Home Menu and you can then slide out the Advanced Tool panel (to the right of the logo canvas) from the

right Slide-Out Pane for editing the item.

4.2.3 Color Menu

Color Menu

Color Menu lists all the necessary options that let you change the color characteristics of your Object, Shape or Text. You can also fill them with a Solid Color, Gradient or with a Picture. In addition to the fill options you can modify the Hue, Saturation, Lightness, Brightness and Contrast from the Color Menu.



Solid

The Solid option on the Color dialog blends the color you select with the pre-colored objects included in **Logo Design Studio**.

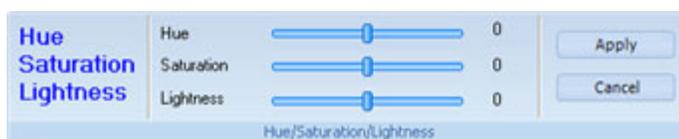


Select your new object color from the Select color drop-down by clicking the down arrow at the right of the drop-down. Click the square corresponding to the color you want to apply, or click Custom to access a palette with additional shades of color.

You can access more sophisticated color palettes by clicking Advanced Color Palettes. To accurately change the color of pre-colored graphic objects, you must instead use the Advanced Hue, Saturation, and Lightness Controls.

Hue, Saturation, & Lightness

This is the only control that lets you accurately change the color of Logo Design Studio's included Objects, and is the default Color option with any selected object.



Slide the Hue slider to change the color of the selected object. Colors are arranged as a color wheel

starting from red, and going up the spectrum through orange, yellow, green, blue, indigo, and violet before turning magenta and becoming red again. When the slider is moved all the way to the left or right, the object will revert to its original color.

Slide the Saturation slider to change the color saturation. Move the slider to the left to make the color appear more "washed out"; move the slider to the right to make the color appear more vibrant.

Slide the Lightness slider to change the lightness or darkness of the color. Move the slider to the left to make the color appear darker; move the slider to the right to make the color appear lighter.

Click Apply when you are satisfied with your changes, or Cancel to restore the object to its original appearance.

Fill With Picture

You can fill your selected object with an image. To do this, enter the pathname of the graphic location or click the Browse Image... button.



A dialog will appear from which you can navigate to the location of the graphic image using one of the buttons on the left side of the dialog or the Look in: drop-down field at the top of the dialog.

You can select a specific graphic type using the Files of type drop-down; when the file you want appears in the main window, click it and then click the Open button to select the graphic.

You can tile the graphic image within the object by checking the Tiled checkbox. When the box is unchecked, the image appears only once.

Use the H Disp and V Disp sliders to change the placement of the fill image within the object.

Click Apply when you are satisfied with your changes, or Cancel to restore the object to its original appearance.

Gradient

You can choose one or two colors to use in the gradient with the Color1 and Color2 dropdowns. Clicking either drop-down displays a color selection dialog; click the square corresponding to the color shadow you want to apply, or click Custom to access a palette with additional shades of color. You can see how the colors appear together in the Gradient sample field above the dropdowns.



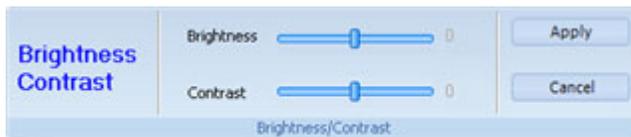
You can control the saturation for either color by using the slider beneath the color drop-down. Slide the slider left to decrease the saturation level or right to increase it.

Select the direction for the colors to change from the Gradient Direction drop-down and the pattern of color change with the Fill method drop-down. A sample of the gradient pattern will appear in the Preview squares below the dropdowns. The pattern will also appear in the selected object on the logo canvas.

Click Apply when you are satisfied with your changes, or Cancel to restore the object to its original appearance.

Brightness/Contrast

You can adjust how sharply an object appears on the canvas by using the Brightness/Contrast controls.



Slide the Brightness slider to the right to make the image appear brighter or left to make it appear darker. Slide the Contrast slider to the right to make the image stand out more and left to make the image less distinct. You can often get the sharpest results by sliding the Brightness slider all the way to the left and the Contrast slider all the way to the right.

Click Apply when you are satisfied with your changes, or Cancel to restore the object to its original appearance.

Color Picker

The Color Picker option works best when you have an object with a solid color, not an object with a glassy or multicolored effect. This option allows you to accurately match any other color you choose. Just click the Color Picker button and drag the crosshairs to the color you want to pick (the preview box to the left of the button shows you what color your object will change to).

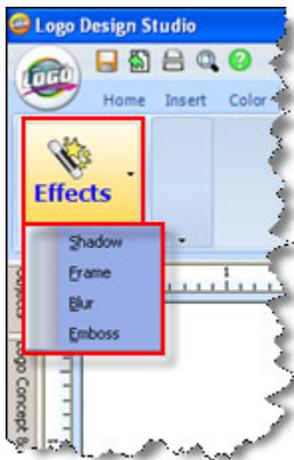


Once you find the color you want on your computer screen, press your left mouse button to apply that color to the object.

4.2.4 Effects Menu

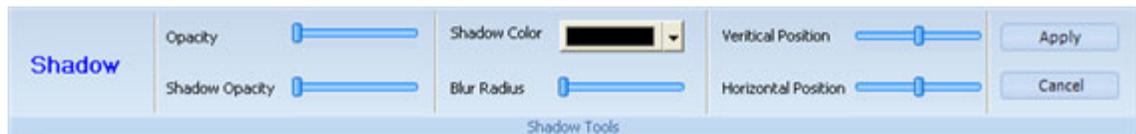
Effects Menu

You can add **Shadow**, **Frame**, **Blur** and **Emboss** effects to your selected object by clicking on the Effects menu tab, and then choosing the effect you want from the choices you are given by clicking the large Effects button.



Shadow

Places a shadow behind your selected object.



Use the Opacity slider to adjust the transparency of the selected object. A selected object's opacity may be adjusted from a default of 100 percent (fully opaque) down to 0 percent (fully transparent) on the logo canvas. When an object is partially transparent, objects and text below it show through. Use the Shadow opacity slider to change the opacity of only the shadow.

Use the Blur Radius slider to change how blurred the shadow appears. Move the slider left to make the shadow sharp, and right to make the shadow blurry.

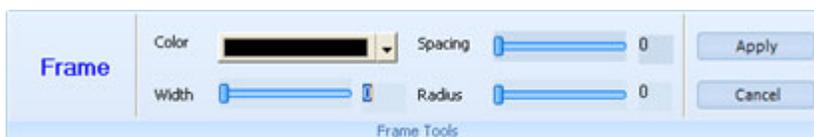
Select the color for your shadow from the Color drop-down by clicking the down arrow at the right of the drop-down. Click the square corresponding to the color shadow you want to apply, or click Custom to access a palette with additional shades of color.

Use the Vertical Position and Horizontal Position sliders to change the displacement of the shadow from the main image.

Click Apply when you are satisfied with your changes, or Cancel to restore the object to its original appearance.

Frame

Creates a border around your selected object.



Select the color for your frame from the Color drop-down by clicking the down arrow at the right of the drop-down. Click the square corresponding to the color frame you want to apply, or click Custom to access a palette with additional shades of color.

Use the Width slider to determine the width of the frame. Move the slider left to narrow the frame's width and right to thicken it.

Use the Spacing slider to determine how far from the object the frame is. Move the slider left to bring the frame tighter around the object and right to place it further away. Use the Radius slider to control how rounded the corners of the frame appear. Move the slider left to lessen the rounding and right to increase the rounding.

Click Apply when you are satisfied with your changes, or Cancel to restore the object to its original appearance.

Blur

Softens your selected object with a default blur effect.



The Blur effect will completely cover any of Logo Design Studio's included full color objects with the default blur effect.

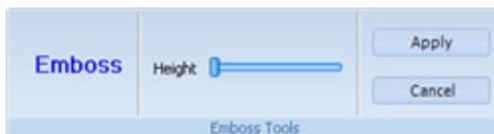
Use the Opacity slider to adjust the transparency of the selected object. Select the color for your blur from the Blur Color drop-down by clicking the down arrow at the right of the drop-down. Click the square corresponding to the color shadow you want to apply, or click Custom to access a palette with additional shades of color.

Use the Blur Radius slider to change how blurred the object appears. Move the slider left to make the object appear sharp and right to make the object appear blurrier.

Click Apply when you are satisfied with your changes, or Cancel to restore the object to its original appearance.

Emboss

Adds a raised effect to your selected object.



Move the Height slider to the right to give your object a greater embossed effect. You can adjust the color of the embossed edges by using any of the color options found in the Color menu tab.

4.2.5 Canvas Menu

Canvas Menu

The Canvas Menu gives you preferences to modify the Logo Canvas, and features the Canvas tool to change the Canvas Color and Workspace Color.

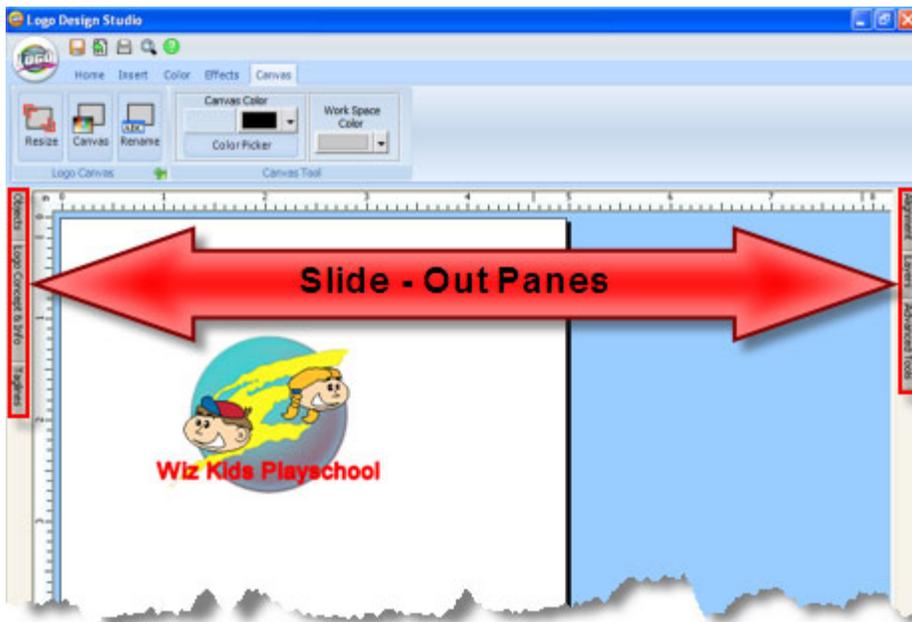


You can Resize Canvas, change the Canvas Background, and Edit (rename) the Canvas Name from the Canvas Menu. For additional preferences, click on the Green Arrow on the bottom of the Toolbar.

4.3 Slide-out Panes

Slide-out Panes

The slide-out Panes are the most intuitive and convenient option in the Logo Design Studio Interface. These Context-Sensitive Panes automatically display the necessary tools based on your selection on the canvas. You can dock or undock them based on your preference.



Learn more about:

- The Left Slide-Out Pane
- The Right Slide-Out Pane

4.3.1 Left Slide-out Pane

Left Slide-out Pane

Left Slide-out Pane is located at the left side of the Canvas. Left Slide-out pane features a list of Objects and Taglines. It also displays the Logo Concept and more information about the Project components. To Slide out the Left Slide-out Pane simply move the mouse over the tab. To dock it click on the pin icon on the top right corner of the pane. Once the pane is out you can keep it open permanently by clicking the pushpin icon at the top right of the pane.



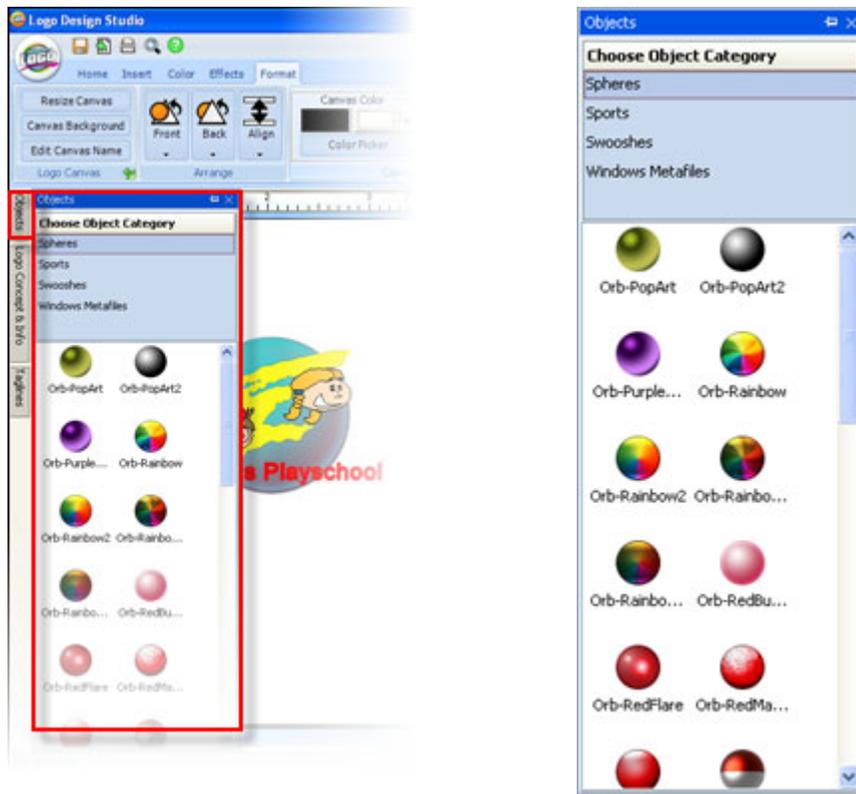
Learn More About

- Object Tab
- Logo Concept & Info Tab
- Taglines Tab

4.3.1.1 Objects

Objects

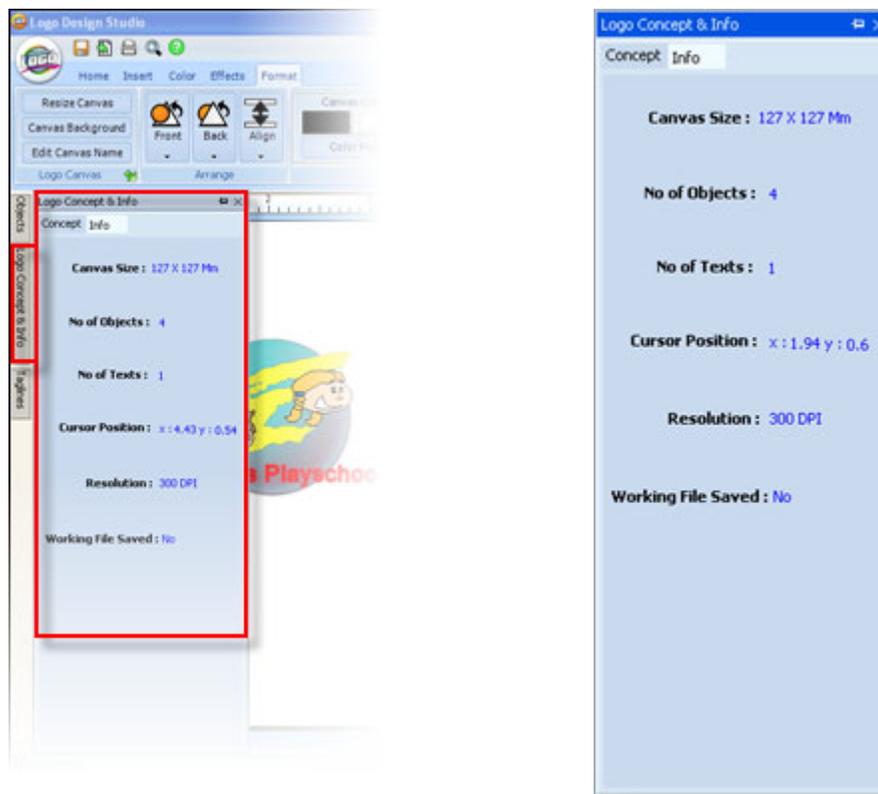
The Object Tab lists a variety of Objects that you can insert and customize for your Logo Design Project. These objects are organized efficiently in to different categories to choose from. To insert an Object choose an Object Category, select the desired object from the list and click on the Canvas.



4.3.1.2 Logo Concept & Info

Logo Concept & Info

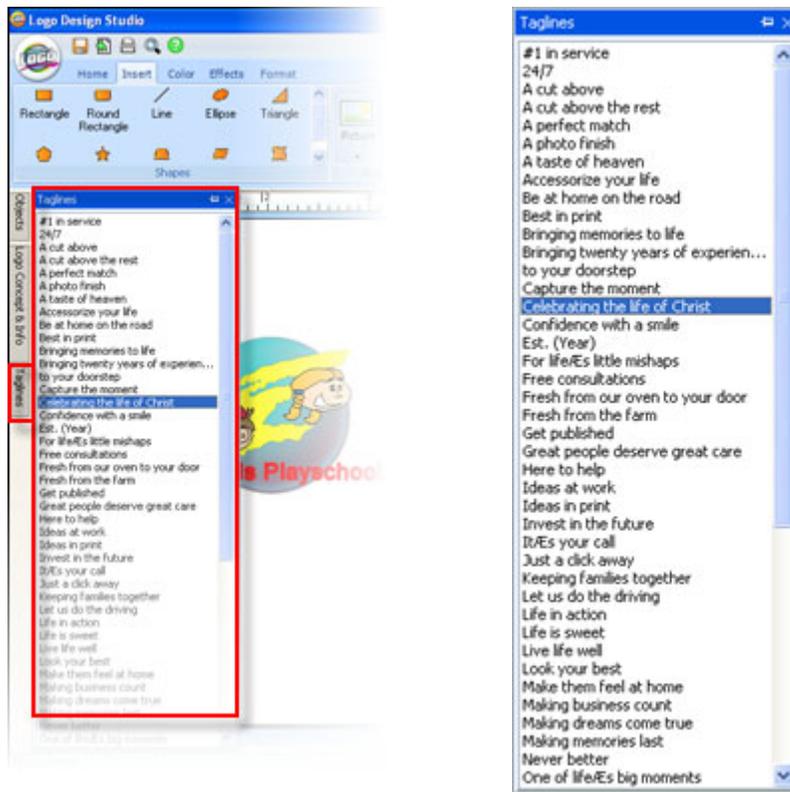
The Logo Concept & Info Tab outlines the basic information about your Design Project and displays the Concept of your logo. This useful option inside the Logo Concept Tab lets you switch between multiple Logo Concepts. To display basic information about your Design Project, click on the Info tab in the Logo Concept & Info Tab.



4.3.1.3 Taglines

Taglines

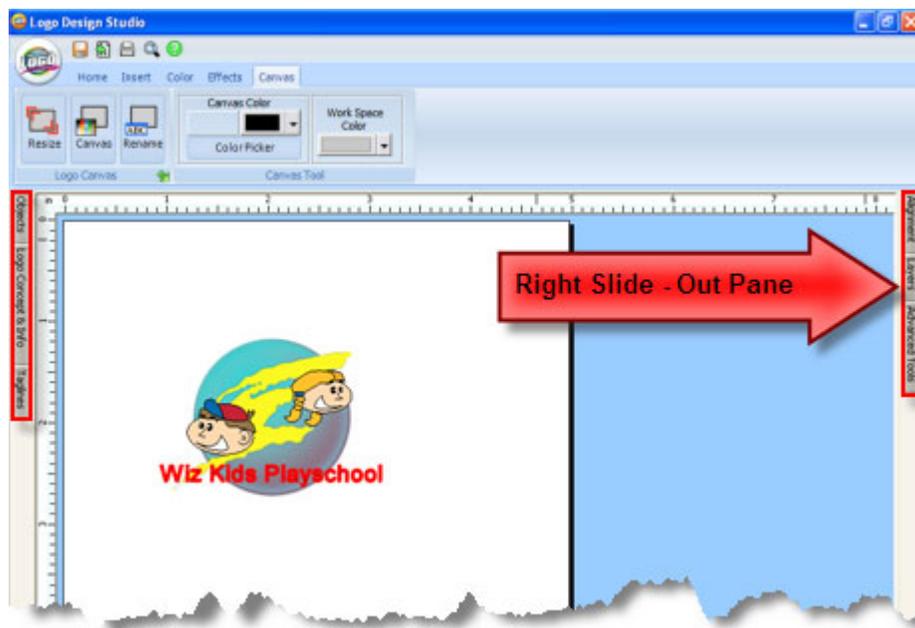
Logo Design Studio gives you unlimited possibilities for designing logos that stand out in every aspect. For example the Taglines option gives you a variety of Captions custom made for almost all concepts and functions. You can locate this Tab on the Left Slide-out Pane. To insert a Tagline choose the appropriate category, select the Tagline and then click on the Canvas where it needs to be inserted.



4.3.2 Right Slide-out Pane

Right Slide-out Pane

Right Slide-out Pane is located at the right side of the Canvas. Right Slide-out pane features Alignment Options and Layers. It also displays a list of Advanced Tools to edit the objects on the canvas.



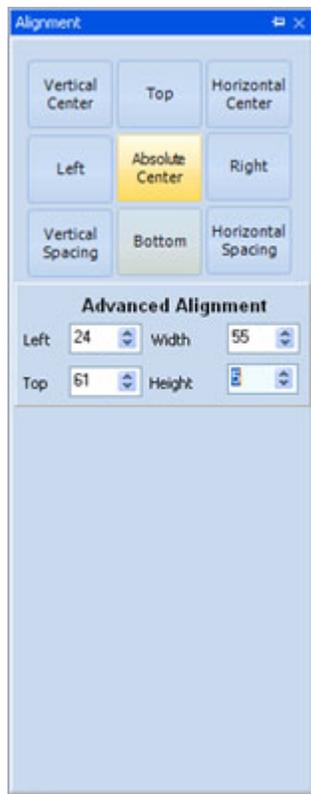
Learn More About

- Alignment Tab
- Layers Tab
- Advanced Tools Tab

4.3.2.1 Alignment

Alignment Tab

The Alignment Tab features the most essential tools to align your design objects on canvas. You can align a selected object or objects using the Alignment slide out pane on the right of the canvas. If the Alignment tab is not available on the right side, you can open it by going to the Home menu tab, clicking the Align button and selecting Advanced Alignment.



The top nine choices will align two or more selected objects with each other.

You can manipulate the position of any selected object by using the Advanced Alignment boxes at the bottom of the Alignment section. Use the Left and Top boxes to determine how far from the left and top edges of the canvas the object is placed.

Use the Width and Height boxes to adjust how wide and how tall the object appears. Either enter the value directly in the field or use the up and down arrows to the right of the field to change the field's value.



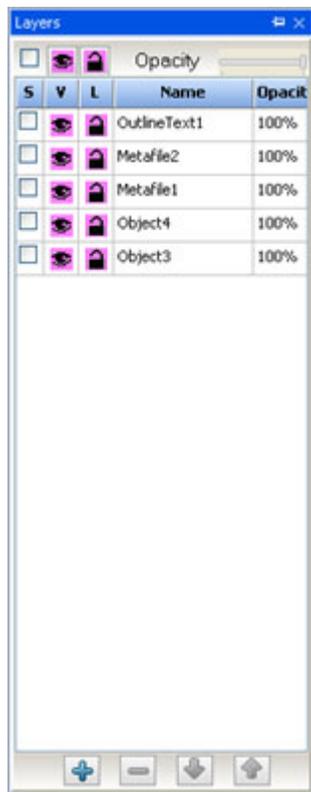
Tip

You can also align your objects by first clicking on the object you want to move, and then moving it around the canvas using the arrow buttons on your keyboard.

4.3.2.2 Layers

Layers

Logo Design Studio places each element on the canvas into its own layer with respect to the other elements on the canvas. You can drag layers around the canvas or place them above or beneath other layers. When one layer is dragged over another layer's position, by default it is placed on top that layer.



You can change the properties of any or all layers on the canvas through the Layers docking pane to the right of the logo canvas. If the Layers tab does not appear to the right of the canvas, you can open it by clicking on the green downward facing arrow in the Layers section of the Home menu tab.

All of the layers on the canvas are listed in the table in the center of the dialog, with the selected layer highlighted in blue. You can select one of the other layers by clicking its name in the table; the new layer's name will then appear highlighted, and the corresponding element on the canvas will be surrounded by a group of dots.

Learn More about:

- Changing how a Layer is displayed
- Preventing or allowing changes to a Layer
- Adding, Removing or Rearranging Layers
- Selecting Layers to be grouped

4.3.2.3 Advanced Tools

Advanced Tools

The Advanced Tools pane features by default Rotation, Horizontal and Vertical Flip, and Opacity options. Other options become available on this pane depending on what is selected on the logo canvas.

You can rotate the selected graphic element by rotating the Rotate control clockwise or counterclockwise.



Rotation angles are oriented like a compass, with zero degrees as up/north, 90 degrees as right/east, 180 degrees as down/south, and 270 degrees as left/west.

To flip the object horizontally, click the Horizontal Flip button (at the left). To flip the object vertically, click the Vertical Flip button (at the right). This is a good way to create a mirrored or reflective effect.

To control how much of the layer beneath (or the background) shows through, slide the Opacity slider left or right to make the object more transparent or opaque.

5 Advanced Features

Advanced Features

Logo Design Studio includes professionally designed graphic objects and artwork that you can use in your logo. All objects are royalty free and can be changed any way to fit the look you want. Learn more about using these objects and customizing it to make impressive logos.

Learn More About

- Working with Graphics
- Working with Text
- Working with Shapes
- Working with Taglines
- Using Layers
- Advanced Color Options

5.1 Working with Graphics

5.1.1 Adding Objects to the Canvas

Adding Objects to the Canvas

The Objects can be found in a slide-out pane on the left of the logo canvas; simply move your mouse pointer over this tab to get it to slide out. Once the pane is out you can keep it open permanently by clicking the pushpin icon at the top right of the pane. If the Objects tab does not appear to the left of the logo canvas, you can add it by clicking the Objects button found in the Insert menu.

This will display the Objects dialog in the upper portion of the left-slide out pane. Choose one of the object categories to display the objects associated with it in the lower half of the dialog.

Click on one of the objects to select it; a border will appear around the selected object. Move your mouse cursor over to the work canvas; it will change to a crosshair (+) with a small picture below and to the right of it. Click on the canvas to add the object.

You can manipulate the object by using the sizing and rotational handle dots that appear around the object or by using the object manipulation tools in the Advanced Tools slide out pane on the right of the canvas that appears when an object on the canvas is selected. The Advanced Tools pane also allows you to adjust the width and height of the selected item on the logo canvas. You can also change the color of any selected object(s) by using one of the color options from the Color menu tab, and you can add special effects to the way the object appears using the choices in the Effects menu tab.

5.1.2 Modifying Objects on the Canvas

Modifying Objects on the Canvas

You can modify difference characteristics of the objects on canvas using the intuitive set of tools. Using these tools you can easily modify the size, position, appearance of a design object and easily add color, images and effects to them.



Changing Size, Position & Appearance

Once you select an object on the canvas, many editing options will become available to you in the Advanced Tools slide out pane on the right side of the logo canvas, as well as in the Home menu tab at the top.

Adding Color and Images to Objects

To change the color of an object, click the Color menu tab and then choose a color option by pressing the large Color button.

Select the type of color fill you want (please note: the Solid option will create a blended look for any of the pre-colored graphic objects included with **Logo Design Studio**).

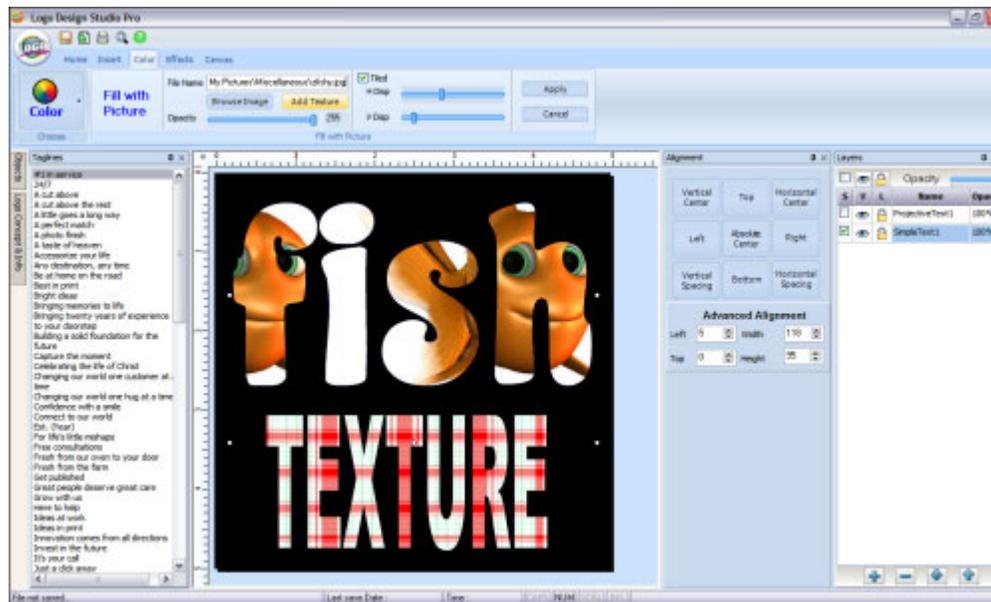
Adding Effects to Objects

You can add Shadow, Frame, Blur and Emboss effects to your selected object by clicking on the Effects menu tab, and then choosing the effect you want from the choices you are given by pressing the large Effects button.

5.1.3 Adding Pictures to the Canvas

Adding Pictures to the Canvas

You can import any graphic, image or picture located on your computer directly into **Logo Design Studio** using the Picture button found in the Graphics section of the Insert menu tab.



Once you click the Picture button a browser window will open to Logo Design Studio's default Imported Images folder. The first time you open this the folder should be empty since you have not yet imported any pictures; but this folder will keep a copy of any imported picture for future use so you don't have to browse for the picture more than once.

Simply locate the picture you want to import using the browse dialog window and then click the Open button once you have found and selected the picture.

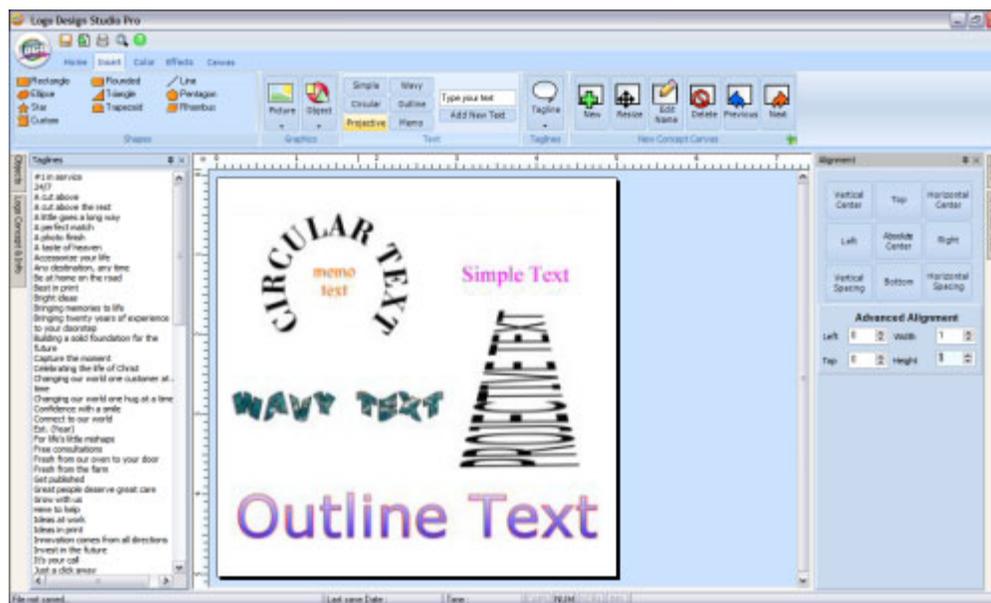
Move your mouse cursor over to the work canvas; it will change to a crosshair (+) with a small picture below and to the right of it. Click on the canvas to complete the import process and add the picture to your canvas. You can then modify the picture using the methods described in the Objects section.

5.2 Working with Text

5.2.1 Adding Text to the Canvas

Adding Text to the Canvas

Text can be added to the logo canvas by using the Text options found in the Insert menu tab. The editing tools available for each text option can be found in the Advanced Tools pane on the right side of the logo canvas. The text on any of the logo templates can be one of six types:



Simple Text

Has no special appearance effects of its own, but its size, position, and color can still be changed through modifying the text.

Memo Text

Like Simple Text, this style has no special effects except for its stackable appearance that can be achieved by decreasing the width of the text box. Its size, position, and color can still be changed through modifying the text.

Outline Text

Outlines the center of the added text with a default red color that can be changed in the Format menu tab. You can also adjust the character spacing.

Projective Text

Can be expanded in any one or all directions to produce telescoping or three-dimensional (perspective) effects. You can also add an outline effect and adjust the character spacing.

Circular Text

Curves around an external point. Selected curved text can be curved either above or below that external point using the Circle Angle slider found in the Advanced Tools pane on the right side of the logo canvas. You can also add an outline effect and adjust the character spacing.

Wavy Text

Undulates like ocean waves. The horizontal and vertical amplitude, wavelength, and shift can be adjusted using sliders found in the Advanced Tools pane on the right side of the logo canvas. You can also add an outline effect and adjust the character spacing.

To add text, simply type in your desired text in the "Type your text" box, select a text type and then click the Add New Text button.

Move your cursor to the canvas; it will change to a crosshair (+) pattern with the letters "ab" below and to the right.

Click (or hold down) your left mouse button to add the text to the canvas.

5.2.2 Modifying Text on the Canvas

Modifying Text on the Canvas

You can modify the text by using either the white sizing handle dots around the text or by using the text manipulation tools found in the Advanced Tools slide out pane on the right of the canvas that appears when text on the canvas is selected. Another way to adjust the size of a selected text is to move the slider found in the Text section of the Home menu tab. You can also change the color of any selected text by using one of the color options from the Color menu tab (as detailed in the Objects section of this manual), and you can add special effects to the way the text appears using the choices in the Effects menu tab (also detailed in the Objects section of this manual).



You can also edit text by double-clicking it. This will open a Text Edit dialog that you can use to replace the selected text with something different. Click the X button to apply any changes.

To modify the text on the canvas, click the text you want to change. It will be surrounded by a group of dots that are sizing handles; when you move your cursor over one of them, it will change to a two-headed arrow, indicating the directions you can move the cursor to enlarge or shrink the text. To enlarge your text, hold down the mouse button and drag the cursor away from the text's center; to shrink your text, drag the cursor toward the text's center.

Projective text works differently from the other text options.

Dragging any of the white dots at the corners alters the shape of the text in the direction the dot is dragged. To enlarge the text, place the cursor on the black line between the white dots, hold down

the left mouse button and move the cursor away from the text center. To shrink the text, move the cursor toward the text's center.

When you move your cursor over the green dot, it will change to a pair of curved arrows. By holding down your left mouse button and moving your mouse to the right, you can rotate the text clockwise; by moving your mouse to the left, you can rotate it counterclockwise.

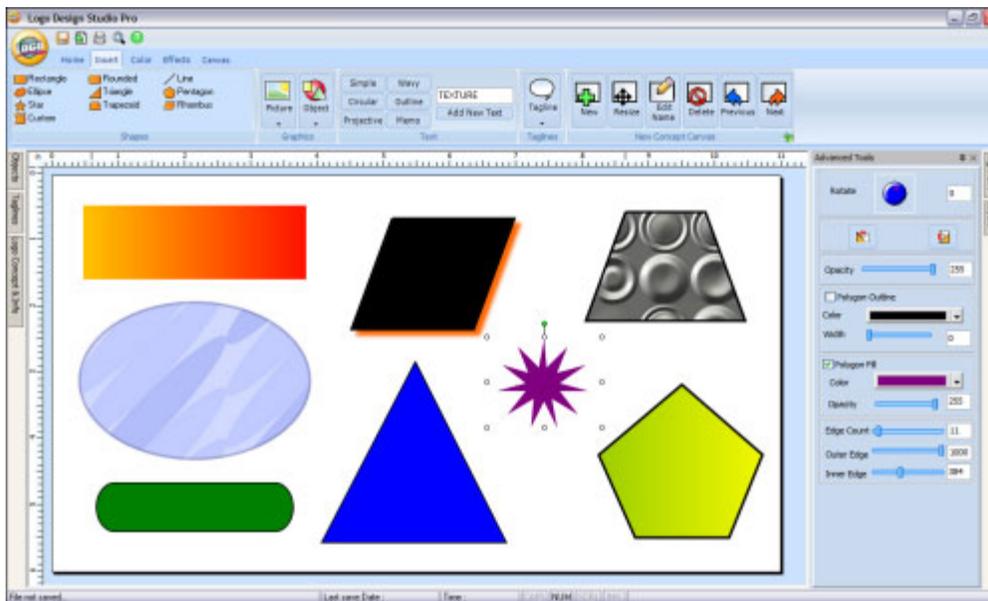
When you move your cursor over the text itself, it will change to a hand with the index finger extended. By holding down your left mouse button, you can drag the text anywhere on the canvas when you move your mouse in a corresponding direction.

5.3 Working with Shapes

5.3.1 Adding Shapes to the Canvas

Adding Shapes to the Canvas

The Shapes section of the Insert menu tab allows you to add geometric and custom drawn shapes to your logo canvas.



The available shapes include: Rectangle, Rounded Rectangle, Line, Ellipse, Triangle, Pentagon, Star, Trapezoid, Rhombus and Custom (drawing tool).

Choose one of the options to highlight it and then move your cursor to the canvas area. The cursor will change to a crosshair (+) with an image under it. Move the cursor to the location where you wish to place the graphic and click your left mouse button to place the initial default shape on the logo canvas.

You can manipulate the shape using the sizing and rotational handle dots that appear around the object or by using the object manipulation tools in the Advanced Tools slide out pane on the right of the canvas that appears when a shape on the canvas is selected. The width and height of the selected shape can also be adjusted in the Advanced Tools pane. You can also change the color of any selected object(s) by using one of the color options from the Color menu tab, and you can add special effects to the way the text appears using the choices in the Effects menu tab.

5.3.2 Modifying Shapes on the Canvas

Modifying Shapes on the Canvas

Logo Design Studio gives you advanced options to Modify the Shapes and Add Color and Effects to make it visually appealing.

Adjusting a Shape

To modify a shape on the canvas, click the shape you want to change. It will be surrounded by a group of dots that are sizing handles; when you move your cursor over one of them, it will change to a two-headed arrow, indicating the directions you can move the cursor to enlarge or shrink the shape. To enlarge your shape, hold down the mouse button and drag the cursor away from the shape's center; to shrink your shape, drag the cursor toward the shape's center.

Two of the available shapes have their own manipulation controls:

Rounded Rectangle: You can change how rounded the corners on a rounded rectangle appear by using the Corner Width and Corner Height sliders:

Slide the sliders to the right to increase the rounding; slide them to the left to lessen it. Sliding either slider far enough to the left will turn a rounded rectangle into a regular rectangle, while sliding either slider far enough to the right will turn it into an ellipse.

Line: You can change the thickness of a line by sliding the Line Width slider to the left to make the line thinner or to the right to make it thicker. You can also change a line into a single-headed or two-headed arrow by using the Arrow1 and Arrow2 dropdowns.

Select the type of arrowhead from the drop-down and use the sliders beneath it to adjust its size. The Width slider determines how far apart the ends of the arrowhead are from each other, while the Length slider determines how far the arrowhead ends are from the point. Setting both Length sliders to half the length of the line will make it look like an oblong diamond.

You can rotate the selected shape by rotating the Rotate control clockwise or counterclockwise. Rotation angles are oriented like a compass, with zero degrees as up/north, 90 degrees as right/east, 180 degrees as down/south, and 270 degrees as left/west.

You can manipulate the position of any shape by using the Alignment options available in the Alignment slide out pane to the right of the canvas. The top nine choices will align two or more selected shapes with each other.

You can manipulate the position of any selected shape by using the Advanced Alignment boxes at the bottom of the Alignment section.



You can also align a shape by first clicking on the shape(s) you want to move, and then moving it around the canvas using the arrow buttons on your keyboard.

Adding Color to Shapes

When you add a shape to your canvas, the default color of the shape is always blue with a black outline.

Shapes give you another option to change the color if you only want a solid option. After selecting a shape or shapes on the logo canvas, you can adjust the Polygon Outline or Polygon Fill color using the options available in the Advanced Tools slide out pane to the right of the canvas.

Polygon Outline: The first set changes the color and thickness of the outline (border) surrounding the shape. To change the outline color, click the down arrow at the right of the Color drop-down and select it from the dialog that appears. To change the thickness of the outline, slide the Width slider to the right to make the outline thicker or left to make it thinner.

To get rid of the outline entirely, uncheck the Polygon Outline checkbox.

Polygon Fill: The second set changes the color and opacity of the shape itself. To change the shape's color, click the down arrow at the right of the Color drop-down and select it from the dialog that appears. To change the opacity of the shape's color, slide the Opacity slider to the left to make the shape's color more transparent or right to make it more opaque.

To get rid of the shape's color entirely, uncheck the Polygon Fill checkbox.

For other options in changing the color of a selected shape, click the Color menu tab and then choose an option by pressing the large Color button. The Solid color option is the default for changing the color of selected shapes, and the easiest way to do so. The Solid option also includes the Polygon Outline and Polygon Fill tools.

Adding Effects to Shapes

You can add Shadow, Frame, Blur and Emboss effects to your selected shape(s) by clicking on the Effects menu tab, and then choosing the effect you want from the choices you are given by pressing the large Effects button.

5.4 Working with Taglines

5.4.1 Adding Taglines to the Canvas

More about Taglines

Logo Design Studio includes creative taglines that allow you to add marketing catch-phrases to your logo as text that you can modify to meet your needs.



Taglines can be found in a slide out pane on the left of the logo canvas; simply move your mouse pointer over this tab to get it to slide out. Once the pane is out you can keep it open permanently by clicking the pushpin icon at the top right of the pane. If the Taglines tab does not appear to the left of the logo canvas, you can add it by clicking the Taglines button found in the Insert menu tab.

This will display the available taglines in a scrollable list. Click on one of the taglines to select it; this will highlight the tagline. Move your mouse cursor over to the work canvas; it will change to a crosshair (+) with the letters "ab" below and to the right. Click on the canvas to add the tagline.

The slogan will appear on the canvas as simple text (text without any special appearance effects of its own) and can later be edited the same as other simple text as detailed in this manual.



These slogans and taglines are general examples that you can modify to suit your needs. To avoid possible copyright and trademark infringement, you will need to research your completed slogan and/or tagline with the proper legal or government source.

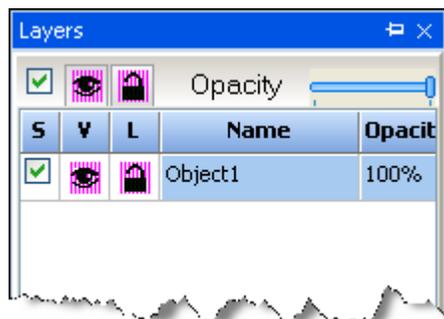
5.5 Using Layers

5.5.1 Display properties

Display properties

You can change the opacity of the selected layer by moving the Opacity slider left or right to make the layer more transparent or opaque. As you move the slider, the percentage in the Opacity column will change to reflect how opaque the layer is.

To hide the display of a layer, click the eye in front of that layer's name.



The eye will appear closed, and the corresponding element will disappear from the canvas display.

To restore the element to the display, click the icon again; the "X" will disappear, and the element will reappear on the canvas.

To hide the display of all layers, click the eye at the top of the Layers dialog. All the eyes will show a red "X," and all the layers will disappear from the canvas display. You can restore the display of individual layers by clicking the eye in front of each of the name of the layer you wish to restore to the display. To re-display all the layers, click the eye at the top of the dialog again, and all of the elements will reappear.



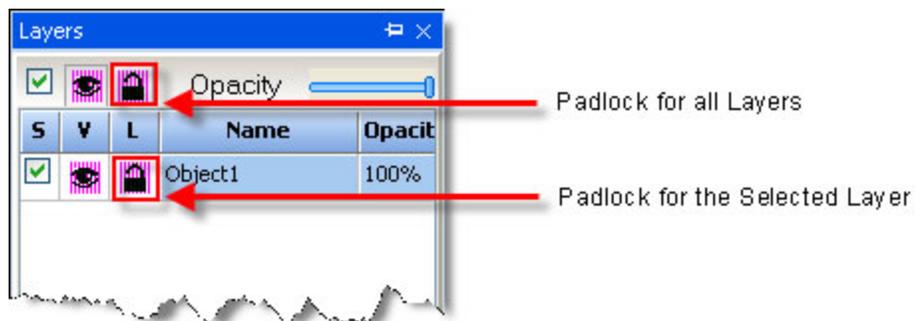
Tip

This only hides the display of the elements; it does not delete any of them from your project.

5.5.2 Modifying Layers

Modifying Layers

To prevent changes to a layer, click the open padlock icon in front of that layer's name. The icon will change to a locked padlock and the layer will be protected from resize, manipulation, or deletion. To again allow the layer to be changed, click the padlock, and it will revert to an unlocked padlock. Click the corresponding layer on the canvas, and you will again be able to manipulate it.



To prevent changes to all canvas elements, click the padlock icon at the top of the Layers dialog. All the unlocked padlocks will change to locked padlocks, and you will be unable to change any of the layers. You can unlock an individual layer by clicking the padlock in front of it; if the layer was not previously selected, click it on the canvas to select it again to manipulate. To unlock all layers, click the padlock at the top of the dialog again, and all the layers will be unlocked.

5.5.3 Editing Layers

Editing Layers

To add another layer of the same element type to the canvas, click the () plus sign at the bottom of the Layers dialog.



To delete the selected layer, click the minus sign ()

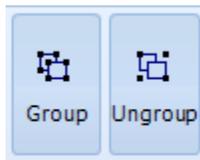
To change the position of the selected layer with respect to the other layers,

click the Up () or Down () arrows at the bottom of the Layers dialog to move the selected layer up or down in the list. If the layers are positioned over one another on the canvas, the Up arrow will place the layer on top of the layers listed beneath it, and the Down arrow will place the layer below those listed above it.

5.5.4 Grouping Layers

Grouping Layers

To group two or more of the layers into a single unit, check the box in front of each layer you want to include in the group.



The Group button () on the Home menu tab will become active; click it to group the layers together. The grouped layers will be encased by a single set of white sizing dots.

To group all the layers together, check the box in the upper left corner of the dialog. All the checkboxes below will become checked; now click the Group button on the Home menu tab.

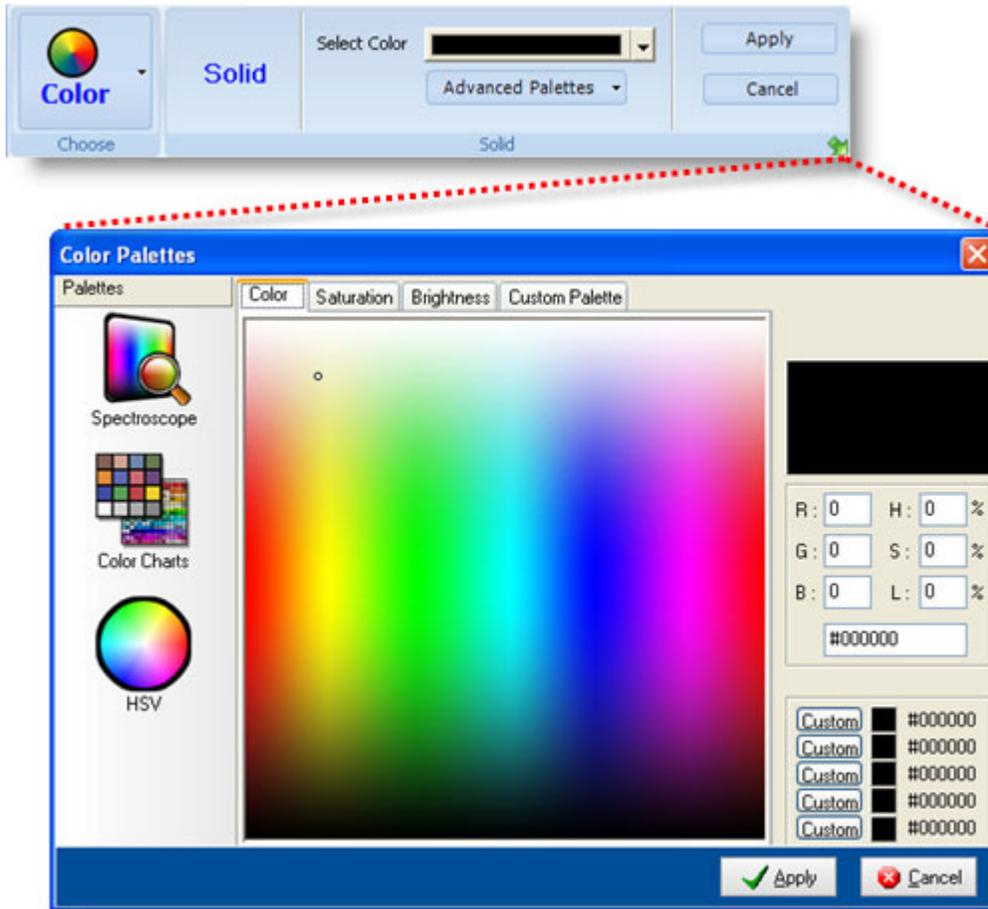
To ungroup the layers again, click the Ungroup button () on the Home menu tab. Each layer will once again have its own sizing dots.

5.6 Advanced Color Options

5.6.1 Accessing advanced Color Palettes

Accessing the Advanced Color Palettes

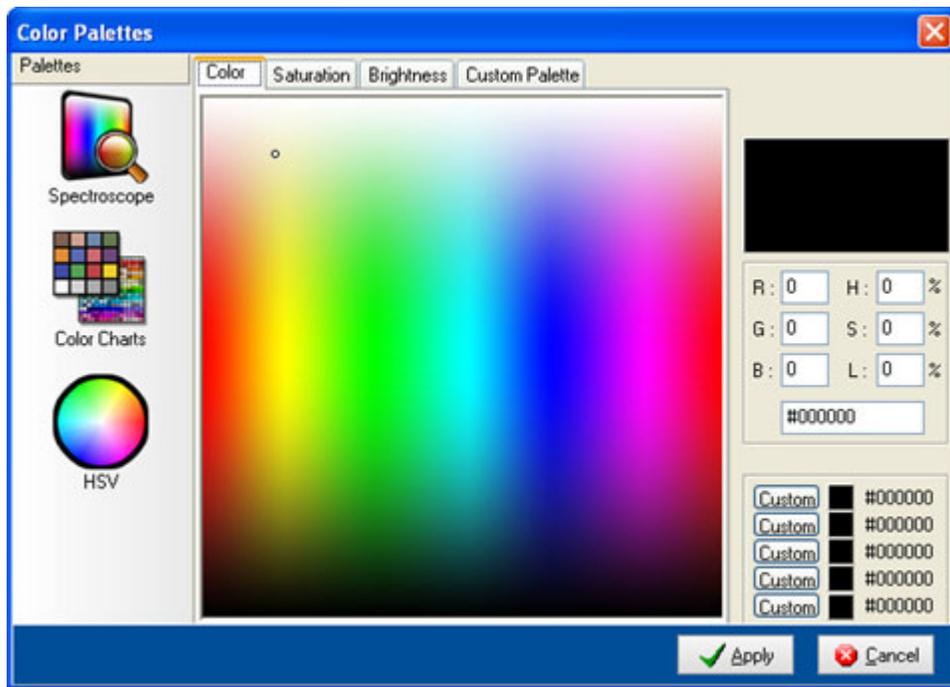
You can access the Spectroscope palette by clicking the green arrow on the right hand corner of the toolbar under the Color Menu.



5.6.2 Spectroscope Palette

The Spectroscope Palette

The Spectroscope palette has four tabbed pages: Color, Saturation, Brightness, and Custom Palette. Click the tab for the page you want to work with.



The Color Page

The Color page displays a color spectrum. Move your cursor over the spectrum; it will change to an eyedropper. Click anywhere within the spectrum to select a color; it will be displayed in the field in the upper right corner. The fields in the right center section will display the Red, Green, and Blue color values; the Hue, Saturation, and Lightness values; and the hexadecimal value for the color.

The Saturation Page

To fine-control the saturation for your color, click the Saturation tab. The display will change to show the color you selected on the Color page; drag your cursor up to increase the saturation and down to decrease it.

The Brightness Page

To fine-tune the brightness/lightness of your color, click the Brightness tab. The display will change to show a gradient of your selected color, growing progressively lighter (to the white) toward the top and darker (to the black) and the bottom. Drag your cursor up to increase the brightness and down to decrease it.

The Custom Palette Page

To choose a color from a graphic object, click the Custom Palette tab. To select a graphic, click your right mouse button and select Open File from the popup menu that appears. An Open dialog will appear, displaying Windows bitmap files and folders. When you find the file you want, highlight it and click Open to display it on the Custom Palette page.

When you place your cursor over the bitmap, it will change to an eyedropper. Click your left mouse button whenever you want to sample the color in the bitmap. The color at the cursor will appear in the large square in the upper right corner of the page, and the Red, Green, Blue, Hue, Saturation, and Lightness values will appear in the fields labeled with those letters.

If you need to resize the bitmap within the palette, right-click again and select Zoom In from the popup menu to bring the bitmap closer, Zoom Out to push it further away, or Original Size to display it at its original size.

Displaying A Standard Color Palette

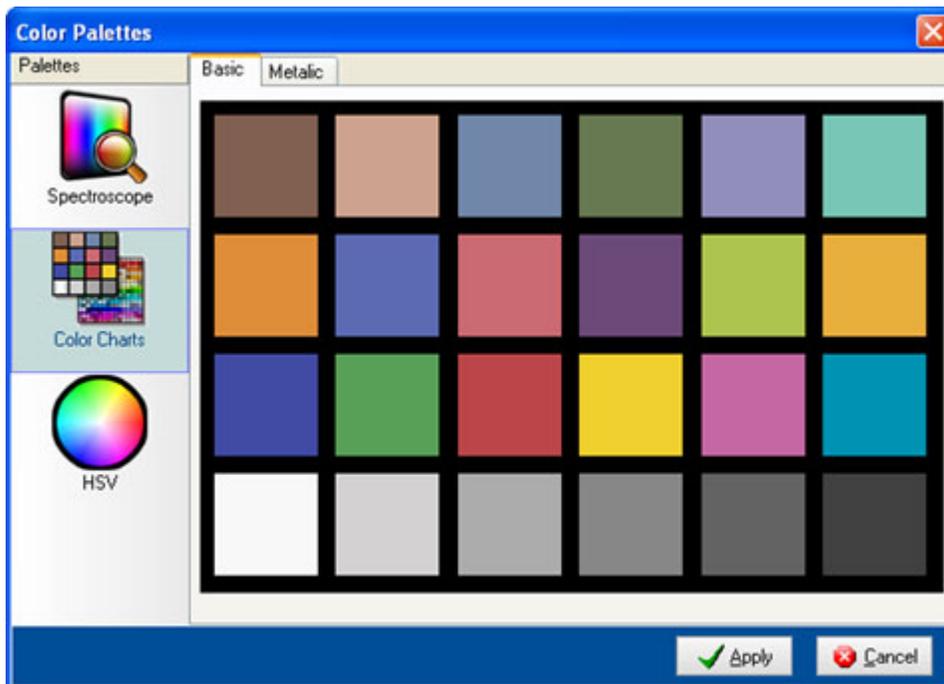
You can instead work with a standard Windows color palette by clicking the large square at the upper right of the Spectroscope palette. Click one of the color squares under Basic colors: or drag the cursor over the color palette on the right and click Add to custom colors to display the color under Custom colors: and click the square the color appears in. Click OK to close the dialog and display the color on the Spectroscope palette.

5.6.3 Color Chart Palette

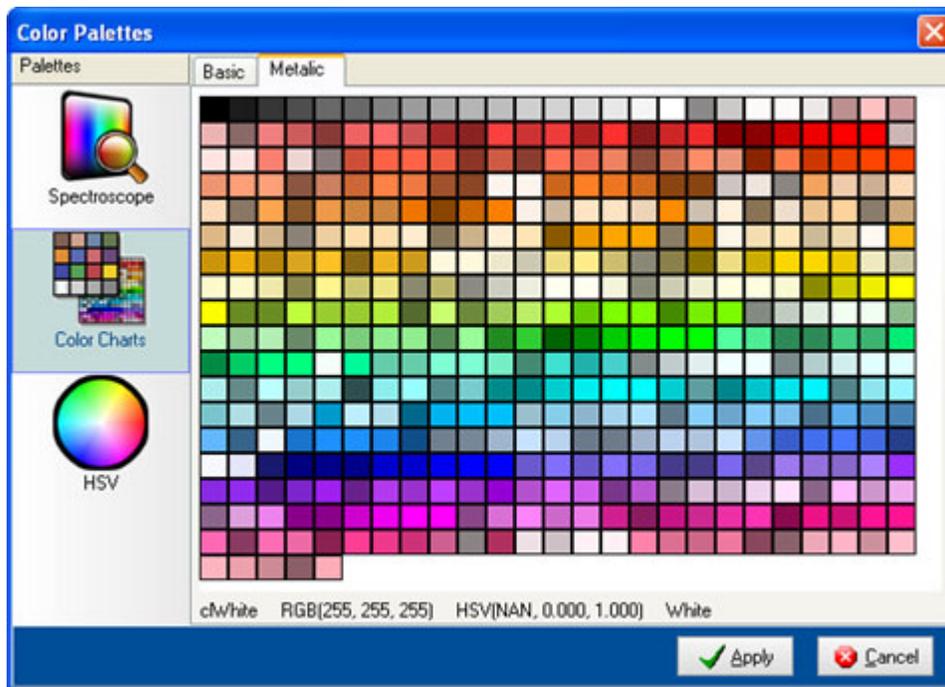
Color Chart Palette

The Color Charts palette has two tabbed pages: **Basic** and **Metallic**. Click the tab for the page you want to work with.

Basic Tabbed Page



Metallic Tabbed Page

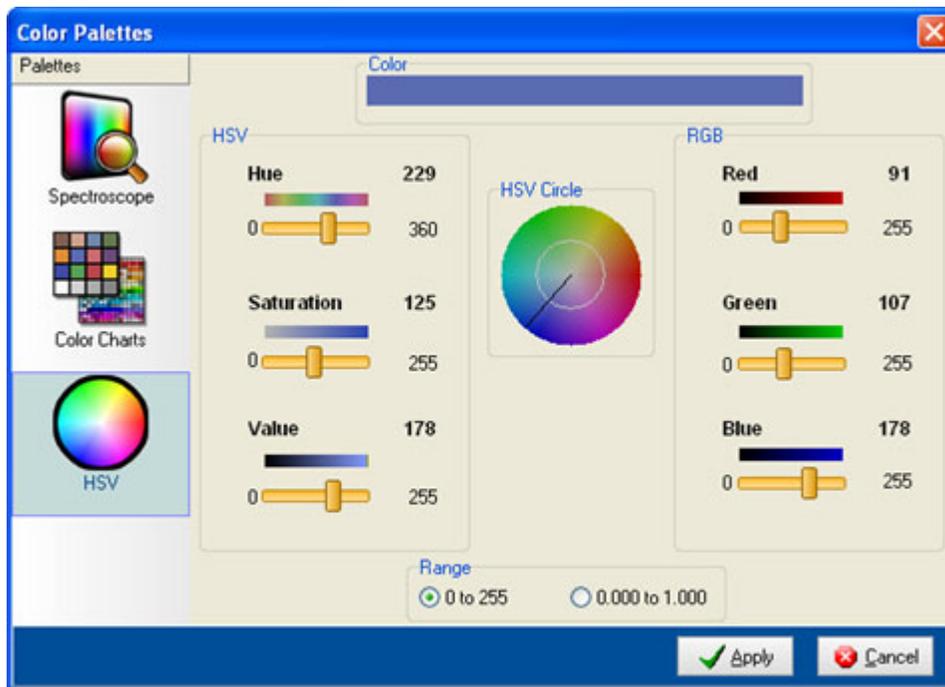


Both pages feature a color grid. Drag your cursor over the grid; it will change to an eyedropper shape. When your cursor is over a color within the grid, the bottom of the palette will display the color's hexadecimal value, its RGB and HSV values, and the color name. Double-click when the cursor is over the color you want to select it.

5.6.4 HSV Palette

HSV Palette

The HSV palette consists of the HSV Circle color wheel and two sets of slider controls: the HSV set governs Hue, Saturation, and Value, while the RGB set governs Red, Green, and Blue color values. You can adjust the color using either the wheel or the sliders.



The color wheel will appear black if no layer is selected.

To adjust the color using the HSV Circle, drag the black line either clockwise or counterclockwise with your cursor to change the hue. Drag your cursor toward or away from the center of the circle to adjust the white saturation level circle; dragging toward the center decreases the saturation, while dragging away from the center increases it.

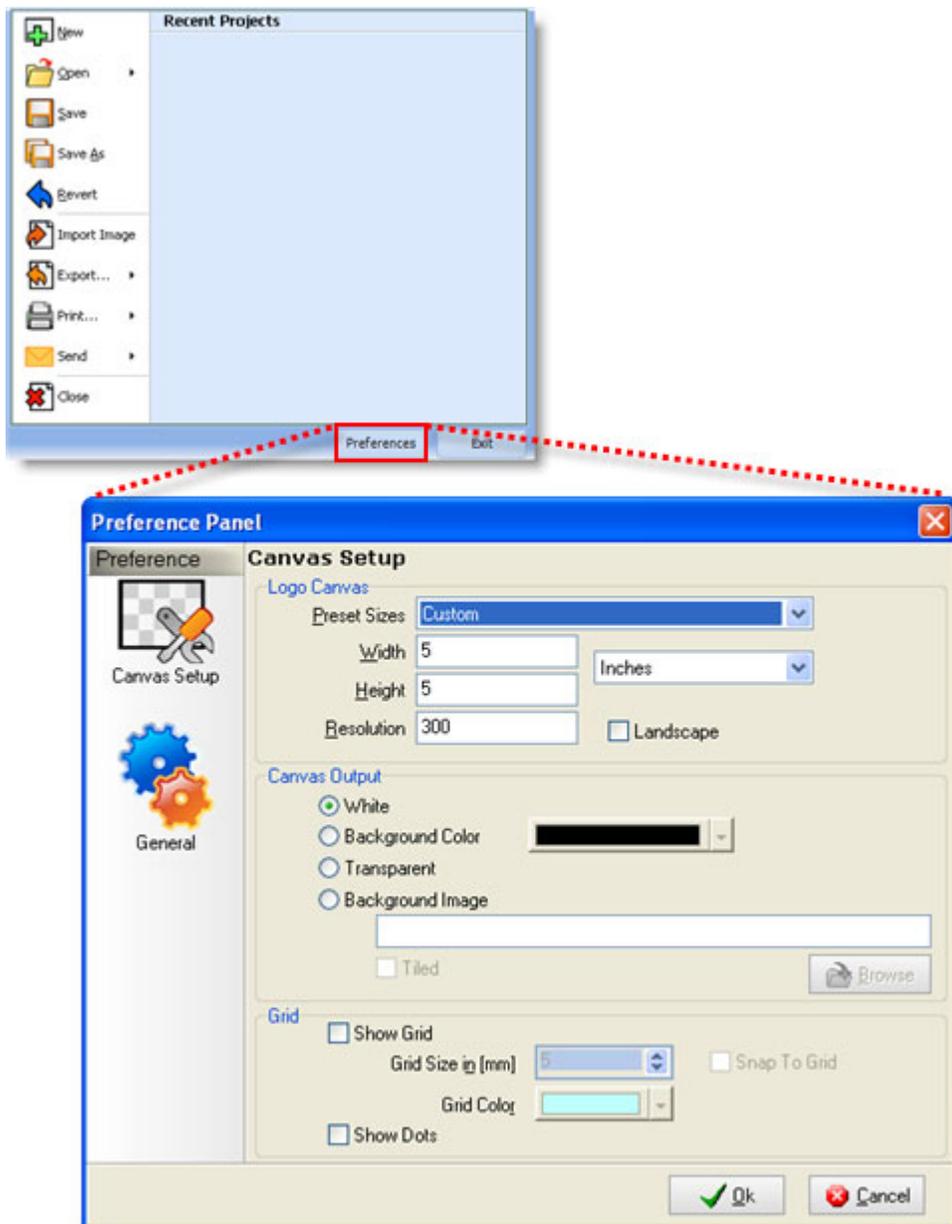
To adjust the color using the sliders, drag a slider to the left to decrease its value and right to increase it. The changes you make will be reflected in the color wheel. You can change the scaling method for the cursors by clicking one of the radio buttons at the bottom of the palette.

The Color field at the top of the HSV palette graphically displays the color as you adjust it with the wheel or sliders. When you are satisfied with the color, click Apply. Your selected text or object will display in this color. If you wish to exit without applying click on the Cancel button.

6 Additional Preferences

Preference Panel

You can setup additional preferences for your project by clicking the Preferences button located at the bottom right corner of the File Menu. Preferences Panel features options to setup the Canvas Size, Resolution, Output type and option to display Grids or Dots.



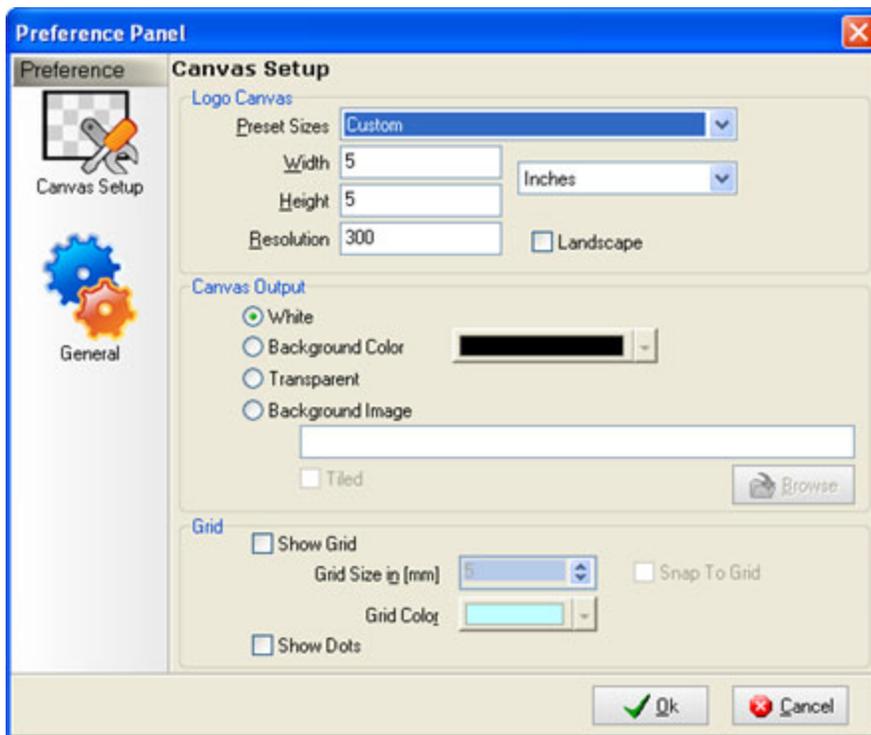
Learn More About

- Setting up the Logo Canvas
- General Preferences

6.1 Canvas Setup

Canvas Setup

The Canvas Setup option under the Preferences Panel features setup preferences for your Logo Canvas, Canvas Output and Grid.



Changing The Canvas

If, after starting your logo project, you find that you need a larger canvas to work with, the background should be changed, or that the canvas should be oriented horizontally instead of vertically, you don't have to start over. You can use the Canvas Setup options under the Preferences Panel.

Logo Canvas

You can choose an appropriate size from the list of most commonly used Presets - A3, A4, A5 and the like. If you want to change the size manually you can specify the dimensions in pixels, inches, centimeter or millimeter based on your preference. In addition to these preferences, you can also setup the layout and resolution of your Canvas.

To change the layout of your Canvas to Landscape (If you want to change the canvas orientation so that the values in the Width and Height fields are reversed), Put a check on the Landscape checkbox.

Canvas Output

The Canvas Output allows you to change the output of your Canvas. You can modify the Background or make it transparent. Alternatively you can select a background image to be the Canvas. If you select the Background Image option, enter the pathname to the graphic image you want to use as a background in the field beneath the option, or click the Browse button to navigate to the image. The Tile check box when checked tiles the selected background image and creates a canvas.

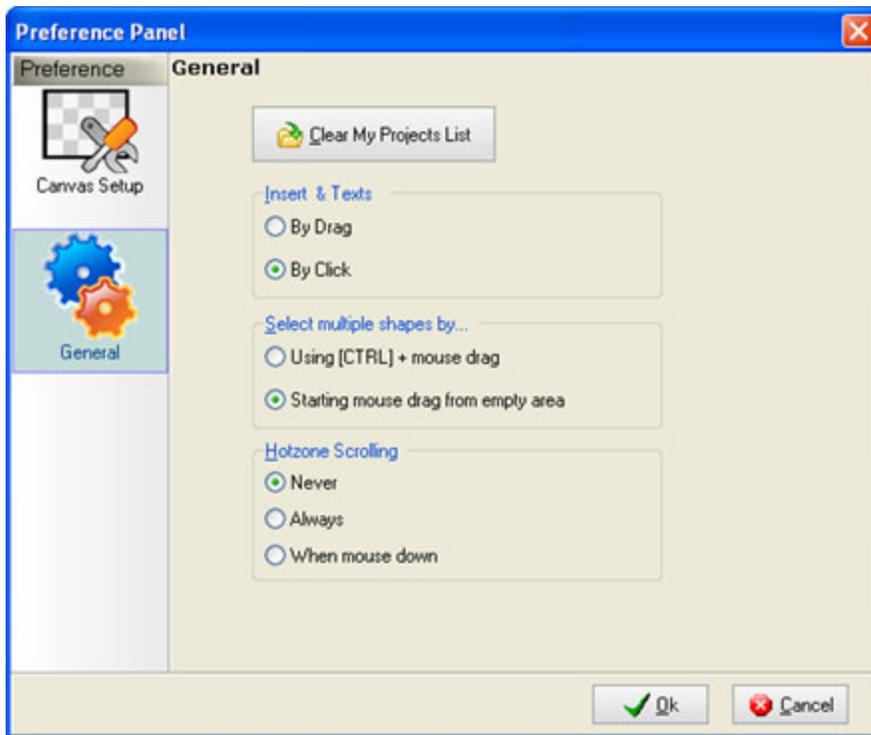
Grid

You can setup the color and size of the Canvas grid from the Grid options. If you would like objects to snap to Grid check the Snap to Grid checkbox. Click on the Show dots check box if you wish to display dots instead of a Grid. Click Ok to accept changes and exit, else click on the Cancel button.

6.2 General Preferences

General Preferences

This option lets you set preferences for Inserting Objects and Text, Selecting Shapes and Hotzone Scrolling. It also features a quick option to clear your projects listed in the My Projects List.



You can choose to Insert Objects and Text by mouse drag or by click based on your personal convenience. Similarly you can either choose to use [ctrl] + drag to select multiple shapes or choose to do that by starting a mouse drag from an empty area.

Additionally you can set your Hotzone scrolling preferences from here.

Once you have made changes and ready to accept them click Ok button or click the cancel button to exit without applying changes.

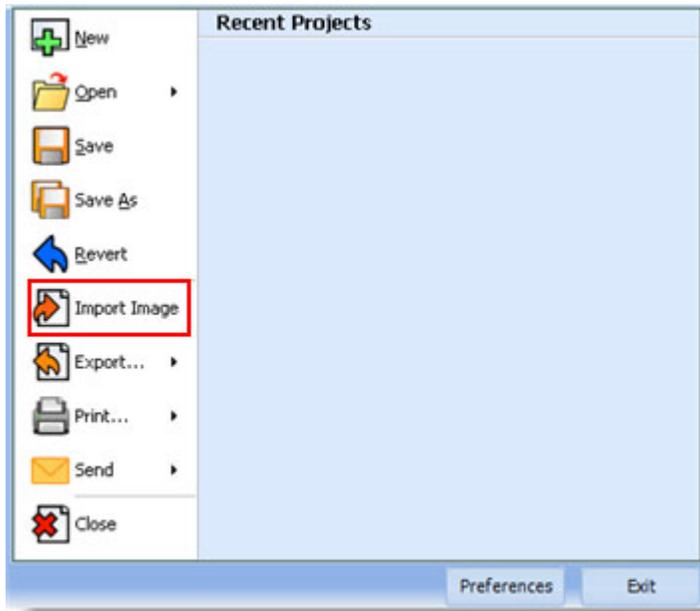
7 Managing your Logos

7.1 Importing an Image

Importing an Image

Logo Design Studio lets you import graphic images, according to the type of logo you are creating.

To import an image or graphic, click on the File Menu (the round Logo button at the top left of the main program window) and click on Import Image. You can then locate the image that needs to be inserted and click Open.



Logo Design Studio accepts graphic input in the following formats:

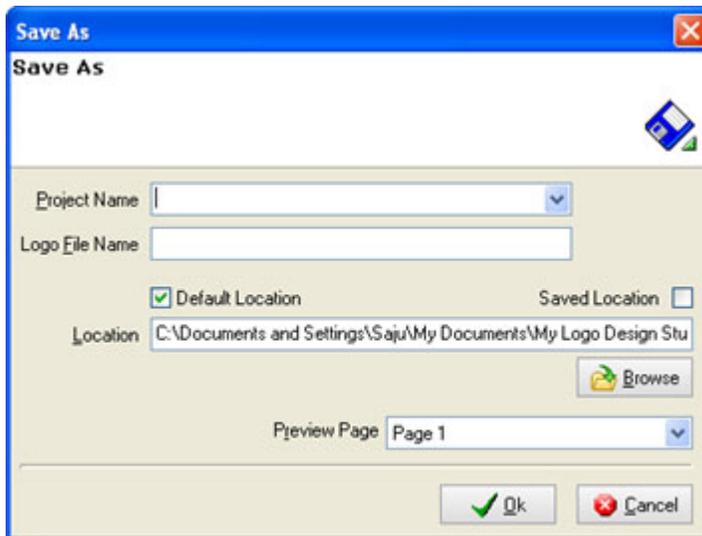
- Windows bitmap (*.bmp, *.dib)
- JPEG images (*.jpg, *.jp, *.jpeg)
- HCK images (*.hck)
- CompuServe GIF (*.gif)
- Portable Network Graphics (*.png)
- TIFF image (*.tiff, *.tif)
- JPEG 2000 image (*.jp2)
- Windows Metafile (*.wmf, *.emf)

7.2 Saving your Logo

Saving your Logo

To save your logo at any time, choose Save from the File Menu (the round Logo button at the top left of the main program window) or click the shortcut Save button directly to the right of the round Logo button. This saves the project file for any changes you might want to make in the future, but cannot be used for any print or online use.

The Save dialog will be displayed. You can choose which project folder to save the logo file in from the Project Name drop-down list. The list of folders will include the names of the project folders in the **My Logo Design Studio Projects** (or, My Logo Design Studio Pro Projects; or, My Logo Design Shop Projects) folder created in your My Documents folder.



If you are saving the logo for the first time, enter a name in the Logo File Name field; if not, your logo name will appear in this field automatically. The Original Location checkbox is checked by default; uncheck the box if you want to save the logo in a different location than that specified in the Location field.

Use the Preview Page drop-down to specify which page in the project is displayed on the canvas the next time you open the logo project.

Click OK to save the logo, or Cancel to abort the save.

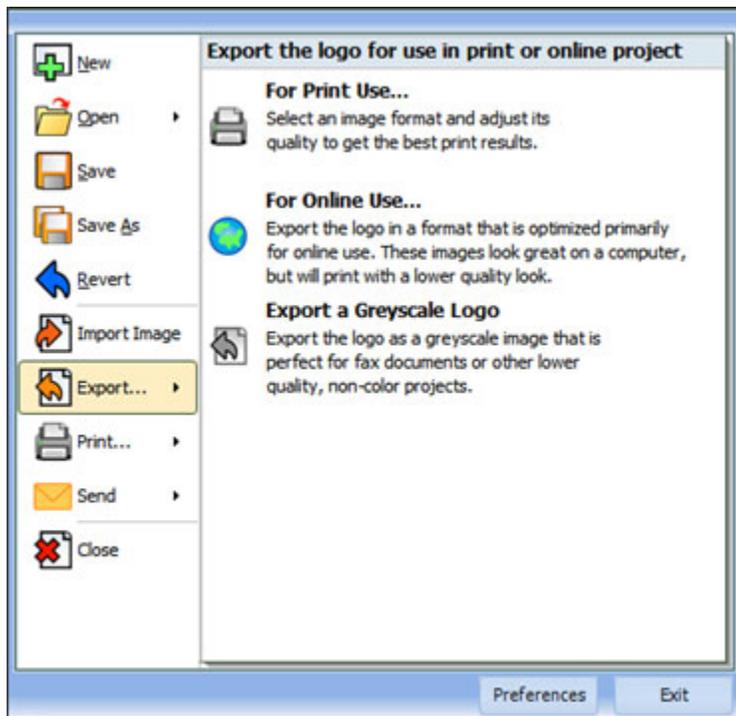
If you want to save your logo under a different name or in a different location, choose Save As from the File Menu. The Save dialog will appear and perform as described above. Click the Browse button to navigate to a new location to save the file.

The default location for saving logo projects is the My **Logo Design Studio** Projects folder placed in your My Documents folder when you save your first logo. Logos are saved in a native format with the extension *.lds. This format can be read only by **Logo Design Studio software**, and allows you to fully modify your logo and retain all layers. This file needs to be kept in the project folder that was created when you saved your logo; if you move it out of this folder, you will be able to open the logo with **Logo Design Studio**, but will not be able to locate it in your recent project files.

7.3 Exporting your Logo

Exporting your Logo

Logos created in **Logo Design Studio** can be exported in a variety of formats for use online or in print projects. To export your logo, select one of the Export options (For Print Use, For Online Use, Export a Grayscale Logo) from the File menu (the round Logo button at the top left of the main program window).



What will you use your logo for (choosing a Group format)?

1. For Print Use...

Logo Design Studio allows export of logos for use on letterheads, business cards, envelopes and other stationery in the BMP, PNG, TIFF and PDF formats, but other formats may also be used. The ideal export resolution for printed logos is 300 dpi, but the software also supports an export resolution up to 1200 dpi.

2. For Online Use...

Logo Design Studio allows export of logos for use on websites and other Internet applications in the JPEG and PNG formats, but other formats may also be used. The export resolution recommended for logos used on the web is 72 dpi.

3. Export a Greyscale Logo

Logo Design Studio allows export of logos in an optimal greyscale format that is perfect for use on fax documents or other lower quality, non-color projects. The export resolution recommended for these projects is also 300 dpi.

Once you select a group format that suits your needs, click Next to choose your file format. You can find more information on each file format in the Help file.

To export for high resolution printing, click the round Logo button at the top of the main program window and choose Export > For Print Use..., and then choose JPEG, TIFF, or PNG. When you get to the resize options window, make sure the Dpi is set to 300. Click Next, and then choose Browse to choose Desktop as your destination default location. Then hit Start Convert. You can now see your exported logo on your desktop.

Some users have made the mistake of trying to open and use the thumbnail that is generated when

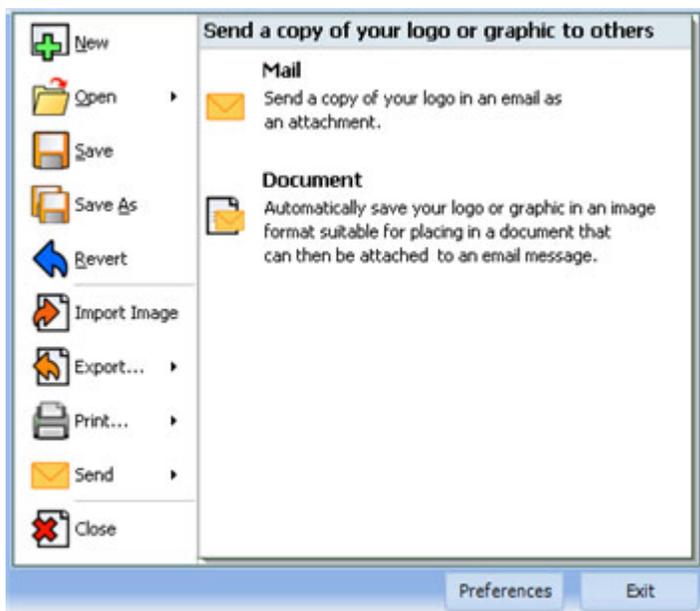
they save their logo (File > Save; or, File > Save As...). When you save your logo, the program saves it in two formats: 1) a file with a .lds ending (this is your logo project that you can change or modify at a later time), and 2) a file with a .png ending (this is a thumbnail picture of your logo that is generated so you can view your logo projects in a preview browser window). These saved files are not meant to be used in anything but the program.

7.4 Sending Logo

Sending Logo

Logo Design Studio allows you to instantly email the logo design that you just created to your friends, associates or any commercial printer. Alternatively, you can also save the logo as an image format suitable for sending as an attachment. This feature is recommended if you want to add the logo as an attachment to the email.

To send the logo, click on the File Menu (the round Logo button at the top left of the main program window) and click on the Send button and select the Mail or Document option based on your preference.



8 Product and Technical Support

8.1 Updating Logo Design Studio

Updating Logo Design Studio

Summitsoft® periodically makes online program updates available. To check to see if your version of **Logo Design Studio software** is current, open the program and select **Check for Product Update** from the Help options found by clicking the green circle question mark in the shortcut menu.

The program will connect to the Summitsoft website. If an update is available, follow the online

instructions to update your copy of **Logo Design Studio**.

8.2 Logo Design Studio Expansion Packs

Logo Design Studio Expansion Packs

Expansion and Add-On Packs for **Logo Design Studio** feature additional logo templates, TrueType® fonts, professionally designed objects and professionally designed artwork.

Visit the Summitsoft website to learn how to expand your design options:

Online Resources available at:

www.SummitsoftCorp.com

www.SummitsoftLogoDesign.com

Logo Design Expansion Packs



The Big Concept

A Logo Design Studio Expansion Pack

2200+ new conceptually based logo objects and over 200 pre-designed logo templates give you the artistic tools to match any business or interest. **Only \$29.99 (USD)!**



Alphabet Art

A Logo Design Studio Expansion Pack

1300 new graphic alphabet objects and 220 pre-designed logo templates clearly identify your look with letter based accents. **Only \$29.99 (USD)!**



Expansion Pack 1 Variety Pack

A Logo Design Studio Expansion Pack

Give yourself a creative edge by adding new graphic objects and pre-designed logo templates designed for any business or lifestyle. Includes 50 logo templates and 340+ objects. **Only \$19.99 (USD)!**



Add-On Pack Spirituality & Faith Edition Spirituality & Faith

A Logo Design Studio Expansion Pack

A perfect addition to enhance creative logo and graphic designs for religious organizations and faith-based businesses. Includes 50 logo templates and 400 objects. **Only \$19.99 (USD)!**

8.3 Related Products

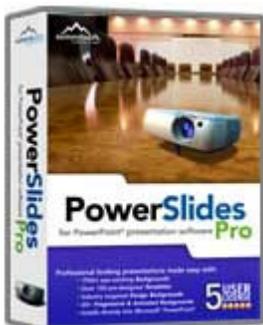
Related Products

Summitsoft Corporation offers a range of exiting products for designing professionals and enthusiasts. Find out more about the complete list of products and get access to online resources by visiting the Summitsoft website.

www.summitsoftcorp.com

Featured products from Summitsoft® (more available on the Summitsoft website):

PowerSlides Pro



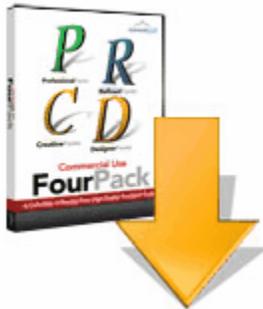
Give your Microsoft® PowerPoint® presentations a fresh new look with over 4000 designer backgrounds, slide templates and Flash® banners. 5 User license makes it easy to install and share in classrooms or across business networks.

Essential Office Font Pack 2



Essential Office Font Pack 2 offers you the widest collection of the most eye-catching fonts. Its an invaluable asset in both your professional applications and creative pursuits. Select from 1000 of the most varied fonts used by professionals or 1000 creative fonts artistically designed to add sparkle to your creative endeavors.

Commercial Use Font Four Pack



The Commercial Use Font Four Pack offers everything creative users need to enhance the visual impact of their text with commercial use fonts that are royalty free. This collection bundles all four highly successful individual commercial use font packs into one convenient download for any for-profit project.

8.4 Getting Support

Getting Support

Purchasing your Summitsoft program gives you free access to Summitsoft's online technical support. Many questions may be answered by checking our Frequently Asked Questions (FAQs) web page. If you cannot find your answer among the FAQs, you can email us for technical assistance with your problem.

View Frequently Asked Questions (FAQs):

<http://www.summitsoftcorp.com/support.asp>

Email Technical Support:

support@summitsoftcorp.com

9 Legal Issues

9.1 Learn from LegalZoom.com

Trademark Guide

Summitsoft Corporation has partnered with the premier online legal document resource, LegalZoom.com, to provide logo design software customers with valuable information on how to protect any marks created within a Logo Design Studio software product.

LegalZoom was founded by attorneys who have worked at some of the most prestigious law firms in the country, and have used their expertise to simplify the law and make it accessible for everyone.

LegalZoom found that while many people have legal needs, most of them don't want to spend the time, or the money (over \$240 per hour), to see an attorney.

LegalZoom was created to help you quickly and affordably create estate planning documents, start a business, register a trademark and more -- from the convenience of your home or office.

You can also receive \$10 off any service offered by LegalZoom.com by entering the following coupon code during checkout:

summit

Click on the item for specific suggestions related to it.

- Introduction
- The LegalZoom Trademark Registration and Order Process
- Establishing Trademark Rights
- Searching for Conflicting Trademarks
- Legal Requirements
- The Process of Obtaining a Trademark
- Grounds For Refusal
- Enforcement
- Legal Information

Introduction

A trademark is anything that is used, or intended to be used, to identify the goods of one manufacturer from the goods of others. It is a brand name. Trademarks are important business tools because they allow companies to establish their product's reputation without having to worry that an inferior product will diminish their reputation or profit by deceiving the consumer. Trademarks include words, names, symbols and logos. Anything that distinctly identifies your company can be a trademark, provided that it is for goods. Although Summitsoft's logo design software and other business related products can give you a creative jumpstart in designing an identity for your business, organization, product or service name, it is still necessary to protect your new image legally using the appropriate lawyer or legal service.

A service mark is very similar to a trademark, except that it is used to distinguish services in the stream of commerce. Like a trademark, a service mark can include words, names, symbols and logos. Typically, trademarks appear on the actual product or its packaging, while service marks appear mostly in advertising for the services. In this law library, when we use the term "trademark," we generally mean both trademarks and service marks.

If you wish to register your trademark or service mark, the online legal services of LegalZoom can help you obtain a trademark from the convenience of your home or office, at your own time, and without any hassles. Simply answer a few questions online and LegalZoom will take care of the rest, at a cost considerably lower than what most lawyers would charge.

The LegalZoom Trademark Registration and Order Process

The following details describe the entire Trademark registration process for LegalZoom.com, Summitsoft's online legal partner site:

1. Complete the LegalZoom online questionnaire.
2. If your trademark is a stylized design or logo, you will need to send an image of the mark. If your trademark is currently being used in commerce, a specimen will be required showing the mark as it is actually used.
3. A trademark search will then be conducted and all findings will be presented to you. In the LegalZoom online questionnaire, you can choose how comprehensive you want the search to be. If there is a conflict with another trademark applicant or owner, you can elect to modify your application, proceed as planned or cancel your application.
4. Next, your trademark registration is prepared with the information you provide and the completed application is then sent to you by e-mail for electronic signature.
5. After you sign the application, LegalZoom will file it, along with the supporting material, with the United States Patent and Trademark Office (the "PTO"). The PTO will assign a serial number to your registration.
6. About four months after filing, the PTO will review the application and determine whether the mark may be registered. If the examining attorney determines that the mark cannot be registered, the examining attorney will issue a letter listing any grounds for refusal and any corrections required in the application. The examining attorney may contact you directly by e-mail if only minor corrections are required. You must respond to any objections within six months of the mailing date of the letter, or the application will be abandoned.

7. If there are no objections, or if you overcome all objections, the examining attorney will approve the mark for publication in the Official Gazette. The PTO will send a NOTICE OF PUBLICATION to you indicating the date of publication. In the case of two or more applications for similar marks, the PTO will publish the application with the earliest effective filing date first. Because of this, it is extremely important you can show “first use” of your name or mark which must include an established date. For example, if you upload your logo design to the FTP location of your online website, there is usually a time stamp included with your upload that can help establish when your logo design was first used. You can also establish an audit trail by publishing and printing your logo design, name or mark on a newsletter, advertisement or product packaging that can show the manufactured or printed date from a purchase order you received from the manufacturer. Without proof of “first use”, you will end up losing your trademark to the other applicant.
8. Receive Registration Certificate
 - If the application was based upon the actual use of the mark in commerce prior to approval for publication, the PTO will register the mark and issue a registration certificate about 12 weeks after the date the mark was published, if no opposition was filed.
 - If, instead, the mark was published based upon the applicant's statement of having a bona fide intention to use the mark in commerce, the PTO will issue a NOTICE OF ALLOWANCE about 12 weeks after the date the mark was published, again provided no opposition was filed. The applicant then has six months from the date of the NOTICE OF ALLOWANCE to either (1) use the mark in commerce and submit a STATEMENT OF USE, or (2) request a six-month EXTENSION OF TIME TO FILE A STATEMENT OF USE. If the STATEMENT OF USE is filed and approved, the PTO will then issue the registration certificate.

Establishing Trademark Rights

The Trademark rights of your logo design, name or brand identity are established by either (1) actually using the mark, or (2) filing a proper application to register a mark in the Patent and Trademark Office (PTO). Registering with the PTO is not necessary for establishing trademark rights. However, registration of your mark can help secure benefits such as giving everyone notice of your claim to the mark, having evidence of ownership of the mark, being able to invoke federal court jurisdiction, being able to use the registration as a basis for obtaining registration in foreign countries and being able to prevent the importation of infringing foreign goods.

There are two types of rights in a mark: the right to register and the right to use. Generally, the first party who either uses a mark in commerce or files an application with the PTO has the ultimate right to register. The right of use can be more difficult to determine, especially when two parties begin use of a mark without knowledge of the other party and without registering the mark. In a case like this, only a court can decide who has the right of use. It should be noted that federal registration provides a significant advantage in a court proceeding if you find that someone is using your trademark.

As mentioned before, using a template driven software like Logo Design Studio, makes establishing your trademark extremely important, especially if you plan on marketing your identity or selling your name on a national or international level. Since other Logo Design Studio users will also have access to the same logo templates, determining the type of business, service or product and how it relates to similar marks is an important part of the Trademark process. Anyone wanting to establish a claim on the look of a mark in commerce, based on a common logo template from Summitsoft's logo design software, should contact a lawyer or legal service like LegalZoom as soon as possible.



Searching for Conflicting Trademarks

While it is not required that you search for conflicting trademarks, it can be a good idea to do so anyway. Should there be any existing trademarks registered that conflict with yours, your application will be denied, and your filing fees will not be refunded. Doing a little research ahead of time can save a headache later.

Additionally, it should be noted that because trademarks can be created through common law by using the mark, it is also advisable to search for common law trademarks. It is less important to conduct a common law search, but if you wish to, you should start with phone books, industrial directories, state trademark registers.

You can search for registered trademarks at the USPTO's website: <http://www.uspto.gov>.

LegalZoom also offers a range of trademark searches that can fit your needs, whether you need to protect your logo design, brand or other identity establishing name.

Legal Requirements

There are four basic requirements for filing a trademark (or service mark) with the United States Patent and Trademark Office. The first requirement is the mark must be filed under the name of the actual owner of the mark. The owner of the mark is the person who controls the nature and the quality of the goods sold or the services rendered under the mark. The owner does not have to be an individual; the owner can be a partnership, a corporation, or an association. If the owner is a corporation, then the applicant's name is the name of the corporation. If you are a one-person operation or small business using Summitsoft's logo design software, Logo Design Studio, to establish your look, you can also use a service like LegalZoom to get incorporated, get non-profit status, or become an LLC or DBA.

The second requirement is that the applicant specify what type of entity it is (individual, corporation, etc). The applicant must fill in national citizenship, although being a U.S. citizen is not required.

The third requirement is the application must be based on an actual use or on a real intention to use the mark in business. For the application to be based on actual use, the applicant should indicate what products he or she has actually placed the mark on and sold for business. A mark for services will be considered "actual use" when it is used or displayed in the sale or advertising of services and the services are actually rendered. This can be easily done when using Logo Design Studio, or other logo design software from Summitsoft, by creating your name and mark and then displaying the mark(s) on your website, newsletters, advertisements, packaging or any other marketable material.

When you are filing an intent-to-use application, it is sufficient that you make a statement in good faith that you plan to use the mark in commerce. However, you will have to actually use the mark before it can actually be registered. The USPTO will first issue the Notice of Allowance, which gives you six months to either use the mark in commerce or file for an extension. Once the Statement of Use is filed, the USPTO will issue the registration certificate.

The final requirement is that you submit a drawing of the mark and a specimen of the mark when the application is based on actual use. A specimen is a real-world example of how the mark is actually used on the goods or in a service. Labels, tags, or containers for the goods are considered to be acceptable specimens of use for a trademark. Logo Design Studio makes it easy to print a drawing

of the mark by allowing you to export or print directly from the software; this includes creating a PDF document that clearly shows your logo design, name and/or other mark that can then be printed and sent in with the specimen.

For a service mark, specimens may be advertising such as magazine advertisements or brochures. Actual specimens, rather than facsimiles, are preferred. However, if the actual specimens are bulky, or larger than 8½" x 11", then the applicant must submit facsimiles, (e.g., photographs or good photocopies) of the specimens.

A drawing is a page that depicts the mark you seek to register. In an application based on actual use, the drawing must show the mark as it is actually used, i.e., as shown by the specimens. In the case of an application based on a real intention to use, the drawing must show the mark as the applicant intends to use it. A drawing is necessary even when a specimen is submitted.



The Process of Obtaining a Trademark

The registration process generally takes six months from start to finish, although it can last longer if legal issues arise during the process. After filing an application, the USPTO will assign your file a serial number and mail you a receipt about two months after filing. An attorney for the USPTO will examine the application and will publish the mark in the Official Gazette. Other parties will have thirty days from the date of publication to object to the mark. Thereafter, the USPTO will either issue a Certificate of Registration (if the application was based on actual use) or will issue a Notice of Allowance (if the application was based on intended use).



Grounds For Refusal

The USPTO will refuse to register a mark if it does not function as a trademark or service mark. Not all words, names, symbols or devices function as trademarks. For example, names which merely describe the goods on which it is used cannot be registered. You cannot register the mark "keyboard", for example, for a computer keypad. To give your mark the best chance for consideration, make sure to shy away from generalized terms or descriptions. Instead, try adding a specific detail or personal twist. For example, "logo design" is too general to trademark, but "Kay's Logos" may give you a better chance of trademark registration.

Additionally, Section 2 of the Trademark Act contains several of the most common (though not the only) grounds for refusing registration. The grounds for refusal under Section 2 may be summarized as:

1. The proposed mark consists of or comprises immoral, deceptive, or scandalous matter;
2. The proposed mark may disparage or falsely suggest a connection with persons (living or dead), institutions, beliefs, or national symbols, or bring them into contempt or disrepute;
3. The proposed mark consists of or comprises the flag or coat of arms, or other insignia of the United States, or of any State or municipality, or of any foreign nation;
4. The proposed mark consists of or comprises a name, portrait or signature identifying a particular living individual, except by that individual's written consent; or the name, signature, or portrait of a deceased President of the United States during the life of his widow, if any, except by the written

- consent of the widow;
5. The proposed mark so resembles a mark already registered in the Patent and Trademark Office (PTO) that use of the mark on applicant's goods or services are likely to cause confusion, mistake, or deception;
 6. The proposed mark is merely descriptive or deceptively misdescriptive of applicant's goods or services;
 7. The proposed mark is primarily geographically descriptive or deceptively geographically misdescriptive of applicant's goods or services;
 8. The proposed mark is primarily merely a surname; and
 9. Matter that, as a whole, is functional.



Enforcement

Once you have registered your trademark, you will have legal ownership of the trademark. Additionally, you can have the U.S. Customs Service prevent the importation of goods that infringe on your trademark rights. However, if a domestic company infringes on your trademark, it is probably best to consult an attorney specializing in trademark law. The factual situation of your particular case will determine the best way to resolve the dispute. This is a decision that an attorney can help you make.

For a trademark registration to remain valid, an Affidavit of Use must be filed: (1) between the fifth and sixth year following registration, and (2) within the year before the end of every ten-year period after the date of registration. The registrant may file the affidavit within a grace period of six months after the end of the sixth or tenth year, with payment of an additional fee.

Assuming that an affidavit of use is timely filed, registrations granted PRIOR to November 16, 1989 have a 20-year term, and registrations granted on or after November 16, 1989 have a 10-year term. This is also true for the renewal periods; renewals granted PRIOR to November 16, 1989 have a 20-year term, and renewals granted on or after November 16, 1989 have a 10-year term.

The registrant must file a renewal application within the year before the expiration date of a registration, or within a grace period of six months after the expiration date, with payment of an additional fee.

Legal Information

LegalZoom.com, Inc. is a registered and bonded legal document assistant, #0104, Los Angeles County. LegalZoom.com is not a law firm and is not a substitute for the advice of an attorney.

The trademark information found on Summitsoft's Logo Design website is generously provided by its partner, LegalZoom.com. You can visit the LegalZoom website to learn more about the services they provide to protect your trademark, help start and protect your business, or provide other legal services you may find you need.

Receive \$10 off any service offered by LegalZoom.com; use the following coupon code

during checkout:

summit

Visit the LegalZoom website



9.2 Legal side of Branding your Logo

The Legal Side of Branding Your Logo

You have a great idea for a company name, a certain look, and even a catchy tagline. Before you put your ideas together into the perfect logo, however, make sure that logo is not infringing on another's legal rights.

You can also learn more about starting a business, registering a trademark and more from Logo Design Studio's partner LegalZoom.com, the premier online legal document service.

Below are a few items to consider. Click on the item for specific suggestions related to it.

Is your concept similar to someone else providing a comparable product or service?
How do you find out if a name, word, symbol, slogan or design is already taken?
How can you differentiate yourself from others?
What's the difference between trademarks, service marks and registered trademarks?
Is your concept similar to someone else providing a comparable product or service?
How can you protect your rights from infringement by others?
What guidelines do I need to follow with the U.S. Patent and Trademark Office?

Q. Is your concept similar to someone else providing a comparable product or service?

A. Copying the work of another business or person will make you vulnerable to legal action. If there are some strong brand names in your category, make sure your concept does not follow their lead.

Use popular Internet search engines to see if your name, slogan and other concepts are already in use. Also, search the United States Patent and Trademark Office database to determine if similar marks have been registered. Finally, request a trademark screening in every country you plan on doing business in.

Attorneys who specialize in patent and trademark law are not required, but can be a great help in covering all the bases, since the cost of taking cautious measures upfront will far outweigh the expense of defending against trademark infringement at a later time.

Q. How do you find out if a name, word, symbol, slogan or design is already taken?

A. Using popular search engines and the U.S. Patent and Trademark Office databases is an excellent way to see if you are stepping on anyone's toes. An even better option is to seek the services of legal counsel in order to perform a professional clearance search and analysis. This needs to cover variations on the mark (name, slogan, design, etc.) using both state and federal databases, as well as common law sources. You should perform these actions before making a proper final decision.

However, all these steps may be unnecessary depending on what your goals are (a logo for a children's sports team, a local church or political campaign, etc.), but it is always better to be prepared if your goals are big.

Q. How can you differentiate yourself from others?

A. Stay away from generic descriptions, surnames, and geographically descriptive words. Instead, choose something a little more fanciful or random with respect to your products or services. These kinds of "marks" will build a stronger case for trademark protection and help to be more visually recognizable in the mind of your customer base.

To stand apart from others, try to create a set of uniquely strong names or concepts that can be easily memorized or associated with your product or service. Then, test these ideas out on your friends and associates for feedback and insight into the general impression your concept makes. Be open to their ideas or criticism, as long as they provide constructive suggestions that will help in modifying or changing your existing work.

Logo Design Studio will help you put your ideas into action with creative objects, editing tools, and text-enhancing fonts. The logos you create using this program can be uniquely yours, even if others base themselves off the same templates, so long as the name (and tagline or slogan) is different.

However, according to the U.S. Copyright Office, copyright protection may be available for logo artwork that contains sufficient authorship. In some circumstances, an artistic logo may also be protected as a trademark. If you plan to use your name, product or service in interstate or international commerce, be sure to check with both the Copyright Office and the Patent and Trademark Office to protect your rights.



Q. What's the difference between trademarks, service marks and registered trademarks?

A. As defined by the United States Patent and Trademark Office:

A trademark (TM) is a name, word, symbol or device, or any combination thereof used, or intended to be used, in commerce that identifies and distinguishes goods from one another. A service mark (SM) is similar to a trademark, except that it identifies and distinguishes the source of a service rather than a product. The terms "trademark" and "mark" are commonly used to refer to both trademarks and service marks.

Q. Is your concept similar to someone else providing a comparable product or service?

A. Copying the work of another business or person will make you vulnerable to legal action. If there are some strong brand names in your category, make sure your concept does not follow their lead.

A registered trademark (®) may be used once the mark is actually registered in the USPTO. The federal registration symbol should only be used on goods or services that are the subject of the federal trademark registration. Even though an application is pending, the registration symbol may not be used before the mark has actually become registered.

Trademark rights may be used to prevent others from using a confusingly similar mark, but not to prevent others from making the same goods or from selling the same goods or services under a clearly different mark. Trademarks which are used in interstate or foreign commerce may be registered with the Patent and Trademark Office; you can find information on this on the USPTO website at <http://www.uspto.gov/web/forms/index.html> or through proper legal counsel.

Q. How can you protect your rights from infringement by others?

A. In the United States, as in many other countries, the rights in a trademark come from first use. This common law system grants ownership of a mark to the first party that uses it in association with goods or services, but the further step of nationally (and internationally) registering the trademark in classes relating to the goods' or services' purpose will help to secure your rights. Registration with the U.S. Patent and Trademark Office AND safely documenting all instances of early usage is vital to protecting you from others. You can register your trademark using any lawyer or online legal document service, such as the web's premier legal document service, LegalZoom.com.



Q. What guidelines do I need to follow with the U.S. Patent and Trademark Office?

A. For questions on the registration of your mark in the United States, go to the United States Patent and Trademark Office guidelines home page or see the topic United States Patent and Trademark Office Guidelines.



9.3 United States Patent and Trademark offices Guidelines

United States Patent and Trademark Office Guidelines

The following material is provided by the United States Patent and Trademark Office.

What is the difference between a trademark and a service mark?

A trademark includes any word, name, symbol, or device, or any combination used, or intended to be used, in commerce to identify and distinguish the goods of one manufacturer or seller from goods manufactured or sold by others, and to indicate the source of the goods. In short, a trademark is a brand name.

A service mark is any word, name, symbol, device, or any combination, used, or intended to be used, in commerce, to identify and distinguish the services of one provider from the services provided by others, and to indicate the source of the services.

What is a copyright?

Copyright is a form of protection provided to the authors of "original works of authorship" including literary, dramatic, musical, artistic, and certain other intellectual works, both published and unpublished. The 1976 Copyright Act generally gives the owner of copyright the exclusive right to reproduce the copyrighted work, to prepare derivative works, to distribute copies or phonorecords of the copyrighted work, to perform the copyrighted work publicly, or to display the copyrighted work publicly.

The copyright protects the form of expression rather than the subject matter of the writing. For example, a description of a machine could be copyrighted, but this would only prevent others from copying the description; it would not prevent others from writing a description of their own or from making and using the machine. Copyrights are registered by the Copyright Office of the Library of Congress.

What are the benefits of a federal trademark registration?

Federal trademark registration has several benefits:

- Constructive notice nationwide of the trademark owner's claim.
- Evidence of ownership of the trademark.
- Jurisdiction of federal courts may be invoked.
- Registration can be used as a basis for obtaining registration in foreign countries.
- Registration may be filed with U.S. Customs Service to prevent importation of infringing foreign goods.

What is the difference between TM and the R within the circle ®?

Use of the TM and SM symbols may be governed by local, state, or foreign laws and the laws of a pertinent jurisdiction to identify the marks that a party claims rights to. The federal registration symbol, the R enclosed within a circle, may be used once the mark is actually registered in the USPTO. Even though an application is pending, the registration symbol may not be used before the mark has actually become registered.

The federal registration symbol should only be used on goods or services that are the subject of the federal trademark registration.

PLEASE NOTE: Several foreign countries use the letter R enclosed within a circle to indicate that a mark is registered in that country. Use of the symbol by the holder of a foreign registration may be proper.

What constitutes interstate commerce?

For goods, "interstate commerce" involves sending the goods across state lines with the mark displayed on the goods or the packaging for the goods. With services, "interstate commerce" involves offering a service to those in another state or rendering a service that affects interstate commerce (e.g. restaurants, gas stations, hotels, etc.).

Is a trademark search necessary?

It is advisable to conduct a search of the office records before filing an application. A search for pending, registered and dead trademarks may be conducted on the USPTO website using the Trademark Electronic Search System (TESS) or by visiting the Public Search Facility located on the first floor of the Madison East building at 600 Dulany St., Alexandria, VA 22313 between 8:00 a.m. and 8:00 p.m Eastern Time Monday through Friday, except federal holidays.

Also, certain information may be searched at a Patent and Trademark Depository Library (PTDL). To find your nearest PTDL, go to www.uspto.gov/go/ptdl. If you need assistance in searching for trademarks, you may wish to locate an attorney specializing in trademark law. Local bar associations and the Yellow Pages usually have attorney listing broken down by specialties.

How do I conduct a trademark assignment?

A trademark is intellectual property that may be transferred or sold. The law permits the transfer or sale of a trademark by means of a legal document called an Assignment. A properly executed assignment transfers all rights from the existing owner to another person (referred to as the Assignee). When the trademark is transferred, the Assignee becomes the new owner of the trademark and has the same rights as the original owner. The U.S. Patent and Trademark Office (USPTO) records all assignment documents and any document that affects title. Documents that affect title include, but are not limited to, mergers, changes of names, security agreements, various liens, licenses, probate documents, and bankruptcy petitions.

Trademark assignments can be filed electronically. The Electronic Trademark Assignment System (ETAS) enables the user to create and submit a Trademark Assignment Recordation Coversheet by completing on-line web forms, attaching the supporting legal documentation as TIFF images for submission via the Internet and submitting the fee for recordation. Assignment or Name Changes filed electronically will be processed and recorded within hours of the submission. ETAS can be accessed through the USPTO web site at <http://etas.uspto.gov/>.

Please note that with all assignments, the assignment information provided by the user will be recorded as provided and will not be verified or modified by the USPTO. For trademark assignment information, you may visit the USPTO web site at www.uspto.gov/web/offices/ac/ido/opr/index.html. For additional information on filing a trademark assignment or documents affecting title, please call the Assignment Division at (703) 308-9723 between 8:30 a.m. and 5 p.m. Eastern Time on normal business days .

The USPTO Public Search Facility maintains assignment ownership records. The Public Search Facility, located on the first floor of the Madison East building at 600 Dulany St., Alexandria , VA 22313, is open to the public from 8:00 a.m. to 8 p.m., Monday through Friday, except federal holidays. Assignment information is also available at the Patent and Trademark Depository Libraries throughout the United States.

To access the Trademark Recordation Form for assignments, go to www.uspto.gov/go/forms. The forms may be printed, filled out and mailed in. Please note that with all assignments, the assignment information provided by the user will be recorded as provided and will not be verified or modified by the USPTO.

How long does a trademark registration last?

For a trademark registration to remain valid, an Affidavit of Use (Section 8 Affidavit) must be filed: (1) between the fifth and sixth year following registration, and (2) within the year before the end of every ten-year period after the date of registration. The registrant may file the affidavit within a grace period of six months after the end of the sixth or tenth year, with payment of an additional fee. The registrant must also file a Section 9 renewal application within the year before the expiration date of a registration, or within a grace period of six months after the expiration date, with payment of an additional fee.

Assuming that affidavit of use is timely filed, registrations granted PRIOR to November 16, 1989 have a 20-year term, and registrations granted on or after November 16, 1989 have a 10-year term. This is also true for the renewal periods; renewals granted PRIOR to November 16, 1989 have a 20-year term, and renewals granted on or after November 16, 1989 have a 10-year term.

How do I get a trademark?

A trademark registration may be applied for by filing a properly executed application with the U.S. Patent and Trademark Office (USPTO). You may access the trademark forms at our website, <http://www.uspto.gov/web/forms/index.html>. You may file your application using TEAS - the Trademark Electronic Application System. TEAS allows you to fill out an application form and check it for completeness over the Internet, paying by credit card, electronic funds transfer or through an existing USPTO deposit account. Or, using PrinTEAS, you can print out the completed application for mailing to the USPTO, paying by check, money order, through an existing USPTO deposit account, or by credit card, using the credit card form. The credit card form is available at <http://www.uspto.gov/web/forms/index.html>. Both TEAS and PrinTEAS are available at <http://teas.uspto.gov/indexTLT.html>. You may review the Basic Facts booklet found on <http://www.uspto.gov/web/offices/tac/doc/basic/> for general information on filing a trademark application.

For additional information regarding trademarks, you may contact the USPTO Contact Center (UCC) and request to be transferred to the Trademark Assistance Center (TAC). TAC representatives are available Monday through Friday (except federal holidays) from 8:30 a.m. to 5:00 p.m. Eastern Time.

Do I need an attorney to file my trademark application?

An applicant is responsible for observing and complying with all substantive and procedural issues and requirements whether or not represented by an attorney. Applicants are not required to hire an attorney for assistance with trademark filings, although it may be desirable to employ an attorney who is familiar with trademark matters. The names of attorneys who specialize in trademark law may be found in the telephone Yellow Pages, or by contacting a local bar association. The U.S. Patent and Trademark Office cannot aid in the selection of an attorney. For an affordable legal solution, you can also find help through LegalZoom.com, the premier online legal document service and Logo Design Studio partner.

How long does it take to register a trademark?

It is difficult to predict exactly how long it will take an application to mature into a registration, because there are so many factors that can affect the process. Generally, an applicant will receive a filing receipt approximately three weeks after filing. The filing receipt will include the serial number of the application. All future correspondence with the USPTO must include this serial number.

You should receive a response from the Office within four months from filing the application. However, the total time for an application to be processed may be anywhere from almost a year to several years, depending on the basis for filing, and the legal issues which may arise in the examination of the application. Current status information on trademark applications and registrations may be obtained by accessing the Trademark Applications and Registrations Retrieval (TARR) database at <http://tarr.uspto.gov> or by calling the **status line** at **(703) 305-8747**. Applicants should check on the status of their pending applications every six months.

9.4 Software License Agreement

Software License Agreement

READ THE TERMS AND CONDITIONS OF THIS LICENSE AGREEMENT CAREFULLY BEFORE INSTALLING THIS SOFTWARE.

1. Grant of License- This is a legal contract between you and Summitsoft Corporation. The terms of this Agreement govern your use of this program. By installing this software, you are agreeing to be bound by this Agreement. If you do not agree to the terms of this Agreement, please immediately erase the software from your computer memory. In consideration for your payment of the license fee, which is your purchase price of the software, Summitsoft Corporation grants to you a non-exclusive, non-transferable, limited license to use and display the software contained on this CD-ROM on a single computer. You may not copy it and give the copy to others to use or own, or use on a network. Summitsoft Corporation retains ownership and title to the software. This Agreement is not a sale of the original program or any copy. The software is licensed only to you and may not be transferred, assigned, rented, leased, sold or otherwise disposed of to anyone else.
2. Restrictions- The software is protected by both United States copyright law and international treaty provisions. Unauthorized copying of the software is expressly forbidden. You may not distribute copies of this software to others. You may not modify, adapt, translate, reverse engineer, decompile, disassemble, or create derivative works based on the software. You may be held legally responsible for any copyright infringement that is caused or incurred by your failure to abide by the terms of this Agreement. Subject to these restrictions, you may make as many copies of the software as you need for archival use; for the sole purpose of backing up the software and protecting your investment from loss, as long as the archival copy contains the same proprietary notices as appear in the original copy of the software.
3. Termination- This Agreement is effective until terminated. This Agreement (including the above license) will terminate automatically, without notice from Summitsoft Corporation, if you fail to comply with any provisions of this Agreement. Upon termination you must destroy all copies of the software.
4. Limited Warranty/Remedy- Summitsoft Corporation warrants that the CD-Roms on which the software is furnished shall, for a period of thirty (30) days from delivery (the "Warranty Period") be free, in normal use, from defects in material and workmanship. Summitsoft Corporation will have no responsibility to replace any CD-Roms that have been damaged by accident, abuse, or misapplication. If, during the Warranty Period, a defect in the CD-Roms appears, you may return the CD-Roms to Summitsoft Corporation for repair, replacement or, if so elected by Summitsoft Corporation, refund of your purchase price. **THE FOREGOING CONSTITUTES YOUR SOLE AND EXCLUSIVE REMEDY UNDER THIS AGREEMENT.** Summitsoft Corporation does not warrant the completeness or accuracy of any information contained in the software, nor that the use of the software will meet your needs, nor that its use will be uninterrupted or error free. **EXCEPT FOR THE WARRANTY SET FORTH ABOVE, THE PRODUCT IS LICENSED "AS IS," AND SUMMITSOFT CORPORATION DISCLAIMS ANY AND ALL OTHER WARRANTIES, EXPRESS OR IMPLIED,**

INCLUDING WITHOUT LIMITATION ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, TITLE AND NON-INFRINGEMENT. No Summitsoft Corporation dealer, distributor, agent or employee is authorized to make any modification or addition to the foregoing warranty. Some states do not allow the exclusion of implied warranties or limitations on how long an implied warranty may last, so the above limitations and exclusions may not apply to you. This warranty gives you the specific legal rights, and you may also have other rights, which vary from state to state.

5. Limitation of Liability- Under no circumstances shall Summitsoft Corporation be liable to you on account of any claim (whether based upon principles of contract, warranty, negligence or other tort, breach of any statutory duty, principles of indemnity, the failure of any limited remedy to achieve its essential purpose, or otherwise) for any special consequential, incidental, or exemplary damages, including but not limited to lost profits, or for any damages or sums paid by you to third parties, even if Summitsoft Corporation has been advised of the possibility of such damages.

6. Governing Law- This Agreement shall be governed by and construed in accordance with the laws of the State of Nebraska. You consent to the exclusive jurisdiction of the state and federal courts located in Omaha, Douglas County, Nebraska, United States of America for any and all disputes related to this Agreement.