

PROPER USE OF THE TRADEMARK

BeaverTails® pastries

BeaverTails® stores

Beaver Bites®



“BEAVERTAILS® and associated marks are trademarks owned by BeaverTails Brands Inc.”

BeaverTails® has invested significant time, energy, and resources to protect our beloved mark. While BeaverTails® is the sole authorized user (and can authorize others) of the BEAVERTAILS® trademark—registered in Canada, the United States, and in many jurisdictions worldwide—we understand that third parties may wish to reference BEAVERTAILS® branded products and services.

However, we are legally obligated to prevent incorrect use of the BEAVERTAILS® trademark. To help maintain the integrity and distinctiveness of our brand, **please follow these simple but important rules:**

- The correct spelling is BEAVERTAILS®—one word, all in capital letters. If all capitals are not feasible, capitalize the B and T (e.g., BeaverTails®).
- Always use the trademark as an adjective, never as a noun.
Correct: The BEAVERTAILS® pastry is...
Incorrect: The BEAVERTAILS® is...
- Do not use the trademark in plural or possessive forms.
Correct: BEAVERTAILS® pastries are...
Incorrect: BEAVERTAILS’s® pastries are...
- Use trademark consistently. Do not alter, hyphenate, abbreviate, or combine it with other words.
Correct: The BEAVERTAILS® store...
Incorrect: The BT store...



When referring to the trademark BEAVERTAILS®, please ensure the following notice appears:

“BEAVERTAILS® is a registered trademark of BeaverTails Brands Inc., used under license where applicable.”

IMPORTANT LEGAL NOTICE

Any unauthorized use of the BEAVERTAILS® trademark—including imitations, alterations, or misleading variations—may constitute trademark infringement and could result in legal action. This document is provided for informational purposes only and does not grant any rights to use the BEAVERTAILS® trademark. For formal authorization, please contact us directly.

FOLLOW

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