

# Apex Tool Group, LLC

Apex Tool Group, LLC is the owner of the brands GearWrench® and CRESCENT®



The GearWrench® brand enjoys a long history of quality and innovation. Since its introduction in 1995, GearWrench® brand tools have been the “go to” tools for professionals and other sophisticated users. GearWrench® is a registered trademark in many countries and should be treated as such.

For more information about the GEARWRENCH® line of products, please visit our website at [www.gearwrench.com](http://www.gearwrench.com).

## *Why was my auction taken offline?*

Apex Tool Group does not object to the legitimate resale of its GEARWRENCH® brand tools, so long as the seller abides by honest business practices and uses the GEARWRENCH® trademark properly. If your auction has been taken offline due to a trademark complaint, it is because you are using our trademark improperly (see the below guidelines for proper use) or we have reason to believe the products you are selling are infringing our mark and/or are counterfeit. If you have questions about why your auction was disabled, please contact eBay user `apex_tool_group`

## *How do I use the GEARWRENCH® trademark properly?*

### **1. Emphasize the GEARWRENCH® trademark in all communications.**

Always give the GEARWRENCH® trademark distinctive treatment. The GEARWRENCH® trademark should be either CAPITALIZED completely, used with “Initial Caps” and quotes, or at the very least, used with Initial Caps.

Use the ® symbol to further emphasize the GEARWRENCH® trademark and to note its status as a registered trademark. Use this symbol with each use of the trademark.

### **2. Place the relevant product name immediately after the GEARWRENCH® trademark.**

Use the common product name immediately after the GEARWRENCH® trademark. Again, distinguish the GEARWRENCH® trademark from the product name.

Correct: GEARWRENCH® ratcheting wrenches are versatile tools.

Incorrect: Gearwrenches are versatile tools.

**Note:** “Ratcheting wrench” is the name of a type of product. GEARWRENCH® is a brand name used to identify tools sold under the GEARWRENCH® trademark by Apex Tool Group. This is similar to the generic term “tissues” and the brand name “KLEENEX®”, which is used to identify tissues from a particular company.

### **3. Do not pluralize the GEARWRENCH trademark.**

Trademarks are adjectives, not nouns. As a result, you should not use the GEARWRENCH® trademark in the plural form. Instead, pluralize the product name you use with the GEARWRENCH® mark.

Correct: Professionals choose GEARWRENCH® ratcheting wrenches.

A set of GEARWRENCH® ratcheting wrenches.

Incorrect: Professionals choose Gearwrenches.

A set of Gearwrenches.

### **4. Do not make the GEARWRENCH® trademark possessive.**

Because trademarks are not nouns, you should not use the GEARWRENCH® mark in the possessive form. Instead, make the product description possessive.

Correct: A GEARWRENCH® ratcheting screwdriver’s features include. . .

Incorrect: Gearwrench’s features include. . .

### **5. Do not alter the GEARWRENCH® trademark.**

Trademarks must always be used in the same form. Do not shorten the GEARWRENCH® trademarks or otherwise alter it.

Correct: A GEARWRENCH® combination wrench set

Incorrect: A GEAR-WRENCH® combination wrench set

GEARWRENCH® is a member of the “GEAR” family of marks, which also includes the following registered trademarks:

- GEARRATCHET®
- GEARPLIER®
- GEARDRIVER®

The word or prefix “GEAR” is a distinctive common element of these trademarks. It must be used only to describe GEARWRENCH® brand ratcheting wrenches.

Correct: For sale: a GEARWRENCH® Ratcheting Wrench

Incorrect: For sale: a Gear Ratcheting Wrench

If you have further questions about the GEARWRENCH® trademark, please contact eBay user apex\_tool\_group



The CRESCENT® brand enjoys a long history of quality and innovation. Since the introduction of the CRESCENT® brand in 1907, CRESCENT® tools have been consistently recognized for their exceptional utility and durability. Indeed, for tools, Charles Lindbergh brought only pliers and a CRESCENT® wrench on his 1927 trip across the Atlantic. CRESCENT® is a registered trademark and should be treated as such.

### ***Why was my auction taken offline?***

Apex Tool Group does not object to the legitimate resale of its CRESCENT® brand tools, so long as the seller abides by honest business practices and uses the CRESCENT® trademark properly. If your auction has been taken offline due to a trademark complaint, it is because you are using our CRESCENT® trademark improperly (see the below guidelines for proper use) or we have reason to believe the products you are selling are infringing our CRESCENT® mark and/or are counterfeit. If you have questions about why your auction was disabled, please contact eBay user apex\_tool\_group

### ***How do I use the CRESCENT® trademark properly?***

#### **1. Emphasize the CRESCENT® trademark in all communications.**

Always give the CRESCENT® trademark distinctive treatment. The CRESCENT® trademark should either be CAPITALIZED (CRESCENT®), used with “Initial Caps” and quotes (“CRESCENT®”), or used with Initial Caps (CRESCENT®).

Use the ® symbol to further emphasize the CRESCENT® trademark and to note its status as a registered trademark. Use this symbol with each use of the trademark.

## **2. Place the relevant product name immediately after the CRESCENT® mark.**

Use the common product name immediately after the CRESCENT® trademark. Again, distinguish the CRESCENT® trademark from the product name.

Correct: CRESCENT® wrenches are versatile tools. Incorrect: crescent wrenches are versatile tools.

*Note:* Awrench is a type of product. CRESCENT® is a brand name used to identify tools sold under the CRESCENT® trademark by Apex Tool Group. Only CRESCENT® brand wrenches should be identified as “CRESCENT® wrenches.” It is improper to refer to wrenches or tools not manufactured by Apex Tool Group as “CRESCENT® wrenches” or “CRESCENT® [tools].”

## **3. Do not pluralize the CRESCENT® trademark.**

Trademarks are adjectives, not nouns. As a result, you should not use the CRESCENT® trademark in the plural form. Instead, pluralize the product name you use with the CRESCENT® mark.

Correct: Professionals choose CRESCENT® wrenches.

A set of CRESCENT® wrenches.

Incorrect: Professionals choose CRESCENTs.

A set of CRESCENTs.

## **4. Do not make the CRESCENT® trademark possessive.**

Because trademarks are not nouns, you should not use the CRESCENT® mark in the possessive form. Instead, make the product description possessive.

Correct: A CRESCENT® wrench’s features include. . .

Incorrect: CRESCENT’s features include. . .

## **5. Do not alter the CRESCENT® trademark.**

Trademarks must always be used in the same form. Do not shorten the CRESCENT® trademark or otherwise alter it.

If you have further questions about the CRESCENT® trademark, please contact eBay user apex\_tool\_group.

For more information about the CRESCENT® line of products, please visit our website at <http://www.cooperhandtools.com/brands/CRESCENT/index.cfm>.