



INDULGENT MOMENTS SINCE 1978



PROPER USE OF THE TRADEMARK

BeaverTails has invested a lot of time, energy and money protecting our beloved mark. While BeaverTails is the sole exclusive user (also entitled to authorize use) of the trademark BEAVERTAILS® registered in Canada, in the United States and in many other jurisdictions throughout the world, we acknowledge that third parties may want to refer to BEAVERTAILS® branded products and services. However, the law requires that we must make every possible effort to prevent incorrect usage of the trademark BEAVERTAILS®, and there are simple but important rules to follow in this respect. Please take a few minutes to read the instructions below on how to properly refer to our trademark.


One of the most capital rules is that a trademark is always an adjective, never a noun. So when referring to BEAVERTAILS®, please use it in the correct context. BEAVERTAILS® is the distinctive trademark, while pastries can be used as a generic term to refer to our delicious dessert.

BeaverTails pastries®
BeaverTails stores®

Some easy guidelines to follow:

- The correct spelling of our trademark is BEAVERTAILS® (one word and all capitalized). If for whatever reason all capitals is not permitted, the B and T must be capitalized.
- **Use the trademark as an adjective followed by the generic name of a product.** A trademark is not a noun.
Correct: The BEAVERTAILS® pastry is...
Incorrect: The BEAVERTAILS® is...
- **Do not use the trademark in the plural or possessive form.**
Correct: The BEAVERTAILS® pastries are...
Incorrect: The BEAVERSTAILS® pastries are...
- **Use the trademark consistently, as each deviation creates a new, different trademark.** For instance, do not use hyphenated variations, combine the mark with other words, or separate the trademark on two lines.
Correct: The BEAVERTAILS® store...
Incorrect: The BT store...

When referring to the trademark BEAVERTAILS®, please make sure the notice below appears on the page:

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

We appreciate your cooperation with this matter. Please make sure to contact our office prior to the use of our trademark so that we can send you a written approval. Do not hesitate to contact our office for more information.



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