

Trademarks – Quick Reference Guide

Trade Name usage

When referring to our business, the name “Sabre” is a trade name. It should stand alone and be used as a proper noun, e.g. “Sabre announces the acquisition of NewCo”.

Trademark usage

Product names or marks are used as adjectives. Whenever a product name or mark is used, it should be followed by the common descriptive word or phrase, e.g. *Sabre*[®] global distribution system, *Sabre AirVision*[®] solution, *SabreSonic*[®] reservation system or *SynXis*[®] platform. Do not capitalize the generic product descriptions or terms used, e.g. system, solution, platform.

Provide proper notice

If a name or mark has been registered with a national trademark office, the “®” registration symbol should be used, e.g. *SabreSonic*[®] or *Sabre Red*[®]. If the mark is not nationally registered, use the “TM” notice, e.g. *Intelligence Exchange*[™]. The ® or TM should be used the first place the name or mark appears in the written content and/or the most prominent appearance, e.g. headline or graphic.

To determine whether a mark has been registered, refer to the trademark list:

<https://www.sabre.com/about/trademark/>

Highlight the mark

Trademarks should be used in ways that will distinguish them from the surrounding text. Use italics and initial caps for product names and other trademarked terms to create distinction, e.g. *SynXis*[®] or *Sabre Smart Retail Engine*[™].