

Keyword Advertising Policies

GOOGLE

1. Information about Google's AdWords® and AdSense® trademark policy can be found at:
<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6118>
2. The AdWords® Policy Center can be found at:
<http://adwords.google.com/support/aw/bin/static.py?hl=en&topic=28426&guide=28423&page=guide.cs>
3. Information on Google's trademark policy for resellers and informational sites:
<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=145626>
4. The Advertising Terms and Conditions can be found at:
<https://adwords.google.com/select/tsandcsfinder>
5. List of regions where Google may or may not investigate use of ad text and/or keywords can be found at:
<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=144298>
6. Trademark Complaints can be filed at:
https://services.google.com/inquiry/aw_tmcomplaint
7. Authorization requests allowing use of a trademark by an authorized advertisers can be filed at:
https://services.google.com/inquiry/aw_tmauth
8. Counterfeit Goods Complaint can be filed at:
http://services.google.com/inquiry/aw_counterfeit
9. Information pertaining to competitive claims and superlative complaints can be found at:
<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=1331529>
9. Feedback on AdWords® Ads can be submitted to :
http://adwords.google.com/support/aw/bin/request.py?display=form&contact_type=tiaff
10. Policy on Implied Affiliation can be found at:
<http://adwords.google.com/support/aw/bin/static.py?hl=en&page=guide.cs&guide=1308231&topic=1310868&answer=175908&rd=1>

11. Form for filing Implied Affiliation complaint can be found at:

http://adwords.google.com/support/aw/bin/request.py?contact_type=deceptive_name

12. Information on how to contact a site's webmaster directly can be found at:

<http://www.google.com/support/websearch/bin/answer.py?answer=9109>

YAHOO!

Microsoft provides search results to Yahoo!. Therefore, all search IP related issues/complaints should be directed to Microsoft at the following links:

1. Procedure for making claims of copyright infringement can be found at:
<http://www.microsoft.com/info/cpyrtInfrg.htm>
2. Form for reporting trademark misuse in ad copy can be found at:
<https://support.live.com/eform.aspx?productKey=advertisingtrademarkmisuseinadcopy&ct=eformts>
3. Report violations of Counterfeit Policy at:
<https://support.live.com/eform.aspx?productKey=advertisingtrademarkcounterfeitproductad&ct=eformts>

All Yahoo! non-search complaint processes can be found at the following links:

1. General Terms of Service can be found at:
<http://info.yahoo.com/legal/us/yahoo/utos/utos-173.html>
2. Copyright and Intellectual Property policy can be found at:
<http://info.yahoo.com/copyright/us/details.html>
3. Claims of copyright or other intellectual property infringement (except search) can be emailed to:
copyright@yahoo-inc.com
4. Information on domains in the Domain Match Program can be found at:
<http://searchmarketing.yahoo.com/legal/dmtrademarks.php>
5. Domain Match complaints can be emailed to:
trademarkconcern-ysm@yahoo-inc.com

BING

1. Intellectual Property Guidelines can be found at:
http://advertising.microsoft.com/support-center/search-advertising/intellectual-property-guidelines?s_cid=us_em_2/15/2011&subscrbid=20510_79683

2. Complaints can be sent to:

https://support.msn.com/eform.aspx?productKey=trademark&page=support_home_options_form_byemail&ct=eformts&st=1&wfxredirect=1

3. Copyright complaints can be sent to:

<http://www.microsoft.com/info/cpyrtInfrg.htm>

AOL

AOL does not address keywords directly.

1. Summary of the Term of Service can be found at:
http://about.aol.com/aolnetwork/aolcom_terms
2. Full Terms of Service can be found at:
<http://legal.aol.com/terms-of-service/full-terms/>
3. Privacy Policy can be found at:
<http://advertising.aol.com/ad-specs/policies/aol-advertising-policies>
4. Advertising Policies can be found at:
<http://advertising.aol.com/advertising-policies>
5. AOL Advertising Standards
<http://advertising.aol.com/ad-specs/terms-conditions/current-terms-conditions/aol-search-advertising-standard-terms-conditions->
6. There is no medium for lodging a trademark complaint but general inquiries can be sent via email at:
<http://advertising.aol.com/contact-us/general-inquiry>