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

10. Feedback on AdWords® Ads can be submitted to: http://adwords.google.com/support/aw/bin/request.py?display=form&contact_type=tiad

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
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


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


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

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 does not address keywords directly.

1. Summary of the Term of Service can be found at: [http://about.aol.com/aolnetwork/aolcom_terms](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/](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](http://advertising.aol.com/ad-specs/policies/aol-advertising-policies)

4. Advertising Policies can be found at: [http://advertising.aol.com/advertising-policies](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](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](http://advertising.aol.com/contact-us/general-inquiry)