

Copyright and Trademark Statements

Approved Copyright and Trademark Statements

Copyright

Preferred:

© 2010, 2011 Sunovion Pharmaceuticals Inc.
All rights reserved.

If space constraints:

© 2010, 2011 Sunovion Pharmaceuticals Inc.

Or, placed near the Manufacturer Statement:

© 2010, 2011

Trademark

When a product name, not licensed by Sunovion, appears with register mark ®:

[Product Name] is a registered trademark of [Company Name] and is used with permission.

When a product name, not licensed by Sunovion, appears with trademark ™:

[Product Name] is a trademark of [Company Name] and is used with permission.

Design Guidelines for Copyright and Trademark Statements

Font family Helvetica Neue Std.

Font weight Light.

If space constraints: Light Condensed.

Font size

9–12 point suggested. Panel size dependent.

Relational size

Font size must be same as font size of Manufacturer and Customer Contact Statements.

Placement

Preferred: Top back panel, rotated 180°, as part of the Manufacturer/Copyright/Contact Text.

Spacing between lines (leading): Baseline to baseline spacing between lines will be 110–120% of font size.

Spacing between paragraphs (paragraph leading): Baseline to baseline spacing between paragraphs will be 150–200% of font size.

Alignment: Left aligned.

Margins

Margins from the seal area to any foil pouch panel must be a minimum of 1/8" (3 mm; 9 points).

Color

Light background color or foil: Black.

Dark background color: Reverse to white. Font weight should change to Medium.

Preferred background color: Foil pouch background prints white.

Preferred Order of Manufacturer/Copyright/Contact Text

- 1) Manufacturer Statements
- 2) Copyright and Trademark Statements
- 3) Customer Contact Statement

Paragraph treatment: Copyright and Trademark Statement, as well as each Manufacturer/Copyright/Contact Text category, should be a separate paragraph.

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Copyright and Trademark Statements

Reference

For trademark information, see 21 CFR Section 201.1 (h)(4): Drugs; name and place of business of manufacturer, packer, or distributor.

For copyright information, see 37 CFR Section 201.20: Methods of affixation and positions of the copyright notice on various types of works.

Guidance for determining or changing copyright date

Generally, copyright date is determined based on Sunovion's best estimate on piece "publication" date. This is the date the piece is distributed to the general public/consumer; typically this occurs when the piece arrives with the wholesaler or fulfillment center.

For existing packaging and labeling components:

Minor changes: No change or addition to copyright dates.

Medium changes (relevant but not significant changes): Add copyright date to those existing.

Major changes (new or significantly different label): Remove copyright date(s) and insert new date.