

Brand Protection & Reporting QRG

Next Steps: What to Do, When

Step 1: Document the issue immediately (always)

As soon as you see potential misuse of the Overhead Door™ name, logos, trademarks, or activity that may create customer confusion or suggest affiliation:

- Capture **screenshots, URLs, photos, ads, listings, or signage**
- Note **where** the misuse appears (website, Google Business Profile, social media, marketplace, print, etc.)
- If customers were confused, document **who, what they believed, and what caused the confusion**

Prioritize evidence showing whether customers may believe the business is **affiliated with, authorized by, or part of Overhead Door Corporation.**

Do this first, every time — evidence is critical for evaluation and enforcement.

Step 2: Submit a report to Brand Marketing (primary action)

Submit all suspected **brand misuse, customer confusion, misleading affiliation, or potential trademark concerns** through the **official reporting form.**

- Reports are reviewed and tracked by Brand Marketing
- Reports are evaluated based on the likelihood that the activity may create **customer confusion or suggest affiliation** with Overhead Door Corporation.
- Brand Marketing coordinates next steps with Legal as needed
- Not every report results in immediate action, but **all reports are logged for future enforcement**

This step should happen before contacting platforms or third parties.

Step 3: Wait for Brand guidance before escalating externally

After you submit a report:

- Brand Marketing will determine whether the issue warrants:

- Monitoring only
- A cease-and-desist letter
- Additional legal escalation

Enforcement decisions are based on whether the activity creates a **misleading impression of affiliation, authorization, or sponsorship**, rather than the use of words alone.

Distributors **should not independently threaten legal action or represent themselves as enforcing trademark rights**, and should not characterize third-party activity as “infringement” without Company guidance.

Step 4: Platform reporting (Google, social media, marketplaces)

When appropriate and approved, Brand Marketing may recommend or coordinate reporting misuse directly to platforms such as:

- Google (Business Profiles, Ads, search results)
- Social media platforms (Facebook, Instagram, LinkedIn, etc.)
- Online marketplaces or directory listings

Platform reporting is most effective **after Brand has reviewed the case** and can ensure:

- Correct trademark ownership documentation is used
- Consistent positioning across all reports
- Activity is tracked alongside other enforcement actions

Where appropriate, reports may focus on **misleading business practices, impersonation, or inaccurate claims of affiliation**.

Do not submit platform complaints independently unless directed, as inconsistent or overly broad claims can delay or weaken enforcement efforts.

Step 5: Customer confusion tracking (ongoing, local)

If customers are mistakenly contacting you due to another company’s actions:

- Continue submitting **customer confusion incidents** as they occur

- Include search terms, ads, listings, or messaging that caused confusion

These reports help establish patterns and support future enforcement.

Customer confusion evidence is a key factor in evaluating enforcement options and supporting the strength of the Overhead Door® brand.

✔ This is an **ongoing step**, even if no immediate action is taken.

Step 6: Local legal action (rare and coordinated)

Distributors **should not pursue independent legal action** related to trademark use without **explicit written approval** from the Company.

- Trademark enforcement rights are held by the Company
- Unauthorized local legal action can create conflicting claims or weaken broader enforcement efforts

In matters involving business names or branding that include “Overhead Door,” enforcement is carefully evaluated by Brand and Legal based on the **overall presentation and potential for customer confusion or implied affiliation**.

In rare cases, Brand and Legal may coordinate next steps with a distributor if local impact warrants it

⊘ **Do not send cease-and-desist letters, legal threats, or attorney communications on your own.**