

## Registered Trade Mark Symbol Variety on Swedish Card to Canada

December 22, 2022

Roger Cichorz reports discovering an interesting printing variant while reviewing his assortment of Abbott #161 cards depicting Sweden's 1957 water front scene sent to Canada. See his scanned images on the following page.

Abbott cards sent to US addresses typically include a ® registered trade mark symbol next to their "PENTOTHAL" name in the lower left corner as seen here:



Use of that symbol here signifies that Abbott Labs' term "PENTOTHAL" has been granted exclusive federal registration with the USPTO (United States Patent and Trademark Office). Deliberate improper use of the symbol is considered fraud. A handful of other nations use the ® symbol to indicate that a mark is registered in their country.

Abbott cards mailed to non-US addresses do not bear this symbol, replaced by the words "Trade mark" instead below the drug's name:



The unique inscription found by Roger appears to be on a card originally printed for US doctors with the registered symbol but with "Trade mark" squeezed between the two lines of normal text:



He surmises Abbott ran out of properly inscribed cards destined for Canada and used a supply of extra US cards, adding "Trade mark" in haste to comply with whatever regulatory requirements necessitated it.

Be on the lookout for and report other such anomalies!

otal idealiska badplatser och stormskyddade småbåts-  
hamnar. Smögen bjuder den trivsamma kombinationen  
fiskeläge—badort.

*Ärade Doktor:*

*Like their colleagues in other countries, doctors here in Sweden find that the exhaustive published articles on Pentothal, now numbering more than 2700 and covering every aspect of intra-venous anesthesia, testify to greater convenience, safety and*

Normal inscription with "Trade mark" without "®" for English-text cards sent outside of U.S.A. (primarily addresses to Canada)



PENTOTHAL<sup>®</sup> SODIUM  
Trade mark  
(Sterile Thiopental Sodium, Abbott)

*Abbott*

Bohusläns fjordveckade kust erbjuder semesterfiraren ett  
otal idealiska badplatser och stormskyddade småbåts-  
hamnar. Smögen bjuder den trivsamma kombinationen  
fiskeläge—badort.

*Ärade Doktor:*

*Like their colleagues in other countries, doctors here in Sweden find that the exhaustive published articles on Pentothal, now numbering more than 2700 and covering every aspect of intra-venous anesthesia, testify to*

*great effect of this agent*

Abnormal inscription with "®" and "Trade mark"

(Note "Trade mark" appears as a squeezed-in added line compared to the normal inscription of "®" cards sent to U.S.A. addresses.)



PENTOTHAL<sup>®</sup> SODIUM  
Trade mark  
(Sterile Thiopental Sodium, Abbott)

*Abbott*

hamnar. Smögen bjuder den trivsamma kombinationen  
fiskeläge—badort.

*Ärade Doktor:*

*Like their colleagues in other countries, doctors here in Sweden find that the exhaustive published articles on Pentothal, now numbering more than 2700 and covering every aspect of intra-venous anesthesia, testify to greater convenience, safety and effectiveness in the employment of this agent.*

Normal inscription with "®" for English-text cards sent to U.S.A. addresses



PENTOTHAL<sup>®</sup> SODIUM  
(Sterile Thiopental Sodium, Abbott)

*Abbott*



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