ATLA Product Name Standards October 2018

Use the registered trademark symbol, ®, when appropriate, in the first instance of an ATLA product name per page, piece or article. Be careful to not italicize the trademark symbol itself in a product name. Note that ATLA does not include the symbol when naming partner products, as indicated below.

Often, the first instance on a page of a product name appearing in its spelled-out form is followed by the abbreviated name within parentheses, to show how the product will be named in subsequent text. Do not italicize the actual parentheses, as they are not part of the product name. An exception is in the ATLA EBSCO Historical Digital Archives. In these cases, for example, the parentheses in “(13th Century to 1893)” and “(1894 to 1923)” are parts of the titles and should be italicized.

ATLA Products
Present and italicize ATLA product names as follows in the first instance per page, piece or article.

Note that the abbreviated names listed below are also ATLA registered trademarks. Therefore, the abbreviated names can also serve as the official product name in the first instance per page, as well as an abbreviation of the fully spelled out form.

Trademark symbols are not necessary in subsequent instances per page, piece or article.

• ATLA Religion Database® (ATLA RDB®)
• ATLASerials® (ATLAS®)
• ATLASerials PLUS® (ATLAS PLUS®)
• ATLA Catholic Periodical and Literature Index® (ATLA CPLI®)
• ATLA Religion Database® for ALUM (ATLA RDB® for ALUM)
• ATLASerials® for ALUM (ATLAS® for ALUM)
• ATLA Catholic Periodical and Literature Index® for ALUM (ATLA CPLI® for ALUM)
• Research in Ministry® (RIM®)

ATLA Partner Products – No Symbol
• New Testament Abstracts (NTA)
• Old Testament Abstracts (OTA)
• Cooperative Digital Resources Initiative (CDRI)

ATLA EBSCO Historical Digital Archives
• ATLA Historical Monographs Collection: Series 1 (13th Century to 1893)
• ATLA Historical Monographs Collection: Series 2 (1894 to 1923)
• African American Historical Serials Collection
• Islam in the Modern World, 1804-1913