Using Our Trademark

Last Updated
August 18, 2026

Using Our Trademarked Name, Brand & Identity

Wanderly Adventures has reached an important milestone: **WANDERLY ADVENTURES® is now a federally registered trademark.**

On August 18, 2026, the United States Patent and Trademark Office (USPTO) officially registered WANDERLY ADVENTURES to **Wanderly Adventures LLC** under Registration No. 8,401,756.

This is more than a certificate we can frame on the wall. Our trademark is an important business asset. It identifies who we are, distinguishes our agency from other travel businesses, and helps protect the reputation we are building together.

As a Wanderly Adventures advisor, you are an important part of that brand. This training explains what the trademark means, how you are authorized to use it, what you can do with it, and what you should avoid.

Important: This training is intended as internal education and brand guidance for Wanderly Adventures advisors. It is not legal advice. Questions about a specific legal situation should be directed to Wanderly Adventures ownership and, when appropriate, a qualified trademark attorney.

1. What Is a Trademark?
A trademark is a word, phrase, symbol, design, or combination that identifies the source of goods or services and distinguishes them from those of other businesses.

In simple terms: **A trademark tells customers, "This is us."**

When someone sees **Wanderly Adventures®**, we want them to immediately associate that name with our agency, our advisors, our services, and the experience we provide to our clients.

The USPTO explains that trademark protection is connected to the specific goods and services associated with the mark. A trademark does not mean that a business owns a word in every possible context. Instead, it protects the mark in connection with the particular goods and services covered by the registration.

Our registration covers services in **International Class 39**, including travel booking agency services and travel and transport information services.

That means our federal registration is specifically relevant to the way **Wanderly Adventures** is used as a travel business and in connection with the travel services we provide.

2. Who Owns the Trademark?
The trademark is owned by: **Wanderly Adventures LLC**

The trademark is not individually owned by Sue, Tammy, or any individual advisor. This distinction is important.

When you say: "I'm a Travel Advisor with Wanderly Adventures®." You are identifying yourself as part of the agency and using the agency's trademark appropriately.

You should not say: "I own the Wanderly Adventures trademark."

You also should not register Wanderly Adventures as your own business name, trademark, domain, social media identity, or other intellectual property without permission from agency ownership.

Think of it this way: **Wanderly Adventures owns the brand. Our advisors are authorized to represent and use the brand as part of their work with Wanderly Adventures.**

That authorization is one of the benefits of being part of our team.

3. What Does the ® Symbol Mean?
You have probably seen businesses use ™ or ® after their names.

There is an important difference.

™ generally indicates that a business is claiming a trademark in connection with goods or services, even if the mark has not been federally registered.

® indicates that the trademark has been federally registered.

Now that WANDERLY ADVENTURES is federally registered, we can use: **Wanderly Adventures**®

The USPTO states that once a trademark is registered, the owner may use the ® symbol with the mark. The registration symbol may only be used in connection with the goods or services covered by the federal registration.

Because our registration covers our travel services, using **Wanderly Adventures**® in our travel marketing, advisor profiles, websites, social media, email signatures, and client communications is appropriate.

4. Do Advisors Get to Use the ®?
YES!

This is one of the most important things for our team to understand. Wanderly Adventures advisors are authorized to use **Wanderly Adventures**® when identifying themselves as part of the agency and when promoting or providing services through Wanderly Adventures.

For example:
Correct:
Suzanne Nowicki
Travel Advisor | Wanderly Adventures®

Correct:
I'm a Travel Advisor with Wanderly Adventures®.

Correct:
Book your next adventure with Wanderly Adventures®.

Correct:
Proud to be part of the Wanderly Adventures® team!

You do not need to ask permission every time you want to type the words "Wanderly Adventures®" in a social media post or email. **We want you to use it!**

The trademark exists in part to strengthen and protect the brand that all of us are working to build.

5. Use the Full Name
Our trademark is: **WANDERLY ADVENTURES®**

Use the complete name when identifying our company. Whenever possible, avoid turning the name into something else.

For example:
Preferred:
- Wanderly Adventures®
- Wanderly Adventures® Travel Advisors
- Wanderly Adventures® team
- Wanderly Adventures® advisor

Avoid creating unofficial names such as:
- Wanderly
- Wanderly Travel
- Wanderly Vacations
- Wanderly Adventures Travel Agency
- Wanderly Adventures by [Advisor Name]

This does not mean that every casual reference to "Wanderly" is going to create a legal problem. It simply means that our official brand should remain consistent.

The more consistently we use **Wanderly Adventures**, the stronger and clearer our brand identity becomes.

6. When Should I Use the ®?
You do not have to put ® after every single mention of Wanderly Adventures in a paragraph. A good branding practice is to use the registered symbol on the first or most prominent use of the name.

For example: “I'm excited to announce that I'm now accepting new clients through Wanderly Adventures®. If you're dreaming about your next vacation, I'd love to help!”

After the first prominent use, it is generally fine to continue using "Wanderly Adventures" without repeating the symbol in every sentence.

For short marketing pieces, however, using the symbol with the name is perfectly appropriate:
Wanderly Adventures®
Discover. Dream. Wander.

The important thing is consistency.

7. Social Media Use
Your social media presence is one of the most important places where the Wanderly Adventures brand appears. You are encouraged to use the trademark when promoting your travel business as a Wanderly Adventures advisor.

Examples include:

Facebook

I'm a Travel Advisor with Wanderly Adventures® and I'm here to help you turn your vacation dreams into an actual itinerary!

Instagram
Helping you Discover. Dream. Wander. with Wanderly Adventures®.

LinkedIn
Travel Advisor | Wanderly Adventures®

Facebook Group
I'm proud to be part of the Wanderly Adventures® team!
You may also use approved Wanderly Adventures graphics, logos, templates, and marketing materials provided by the agency.

8. Your Personal Advisor Brand vs. the Wanderly Brand
Every advisor is encouraged to develop their own personality and voice. That's one of the things that makes our team special.

You can have:
- Your own social media presence
- Your own marketing style
- Your own niche
- Your own client relationships
- Your own photography
- Your own content
- Your own personality

But when you identify yourself as part of Wanderly Adventures, the agency brand needs to remain recognizable.

Think of it as:
Your personality + the Wanderly Adventures brand = your advisor presence.
You don't have to sound like Sue.
You don't have to sound like Tammy.
You don't have to make your social media look identical to another advisor's.
But the customer should still be able to tell that you are part of **Wanderly Adventures**®.

9. Using the Wanderly Adventures Logo
Our federal registration is for **WANDERLY ADVENTURES as a standard character mark**.
A standard character trademark protects the words themselves without limiting the registration to a particular font, size, color, or design.

This is important because the trademark registration for the name and the artwork of our logo are not necessarily the same thing.

Our advisors may use **approved Wanderly Adventures logos and graphics** supplied by the agency.

Please do not:
- Redraw the logo
- Change the proportions
- Stretch or squish it

- Add elements to it
- Remove elements from it
- Change the colors without approval
- Create your own "Wanderly" logo
- Combine our logo with another company's logo in a way that changes its appearance
- Use an old or unofficial version when an updated version has been provided

If you need a version of the logo for a particular purpose, ask us. We would much rather provide you with the correct file than have you spend an hour fighting with Canva and accidentally turn our logo into something that looks like it was designed during a power outage.

10. What You May NOT Do
Because Wanderly Adventures LLC owns the trademark, advisors cannot independently give someone else permission to use the name.

For example, an advisor should not tell another business: "Sure, you can use the Wanderly Adventures name on your website."

That decision belongs to Wanderly Adventures ownership.

Similarly, do not:
- Register a new business using Wanderly Adventures
- File a trademark application using Wanderly Adventures
- Register a domain incorporating Wanderly Adventures
- Create a social media account that appears to be an official Wanderly Adventures corporate account
- Sell merchandise using the Wanderly Adventures name without approval
- Allow another business to represent itself as a Wanderly Adventures company
- Alter the brand to create a new business identity
- Use the brand in a way that could confuse customers about who owns or operates the business

When in doubt: **Ask Sue or Tammy first.**

11. Do Not Use the Trademark to Suggest Something We Don't Offer
A trademark protects our brand, but it also represents our reputation.
That means how we use the name matters.

Do not use **Wanderly Adventures®** to promote services that are unrelated to our business in a way that suggests Wanderly Adventures is providing or endorsing them.

For example, don't create:
- Wanderly Adventures® Financial Services
- Wanderly Adventures® Real Estate
- Wanderly Adventures® Dog Grooming

Obviously, these examples are intentionally ridiculous, but the principle matters. Our trademark should be associated with what we actually do: helping clients plan and book travel and providing travel-related information and services.

12. Be Careful With Third-Party Brands
As travel advisors, we work with many other companies and brands. Disney. Universal. Cruise lines. Tour operators. Hotels. Destination organizations. Insurance providers. And many others. Those companies have their own trademarks.

You should never imply that Wanderly Adventures owns another company's trademark or that another company owns Wanderly Adventures.

For example: Wanderly Adventures® | Disney Travel Agency is wrong for several reason but when it comes to the trademark, that could imply that Wanderly Adventures® is an official Disney-owned company.

The same principle applies to every other travel supplier. Use other companies' names accurately and follow any branding requirements they provide.

13. Why Does This Matter?
You may wonder why we are making such a big deal about a little ® symbol. Because **our brand is an asset.**

As Wanderly Adventures grows, the name becomes more valuable. Customers begin to recognize it. Clients refer their friends to us. Advisors build businesses under the Wanderly umbrella. Our website gains authority. Our social media presence grows. Our reputation develops. Our name becomes associated with a particular level of service and expertise.

The federal registration gives Wanderly Adventures broader legal protection and creates a legal presumption of ownership of the registered mark. It also allows the owner to use the federal registration symbol and provides additional enforcement tools.

The USPTO also makes clear that registration does not mean the government automatically enforces the trademark for the owner. Trademark owners are responsible for protecting and enforcing their rights.

That means maintaining a consistent, recognizable brand is important. And every advisor plays a role in that.

14. What Happens If You See Someone Misusing Our Name?
This is another important point: **You are not expected to be the trademark police.**

If you see another travel business using the Wanderly Adventures name, or something that looks confusingly similar, don't contact them yourself and don't threaten legal action.

Instead: **Take a screenshot.** Save the website or social media link. Send it to Sue or Tammy.

We will determine whether it is something that needs further investigation.

The same applies if someone contacts you claiming that they own or have rights to the Wanderly Adventures name.

Don't argue with them.

Send it to us.

15. A Few Real-World Examples
Example 1: Facebook Bio

Good: Travel Advisor with Wanderly Adventures® | Disney | Cruises | All-Inclusive Resorts

Example 2: Email Signature

Good:
Suzanne Nowicki
Travel Advisor
Wanderly Adventures®
Discover. Dream. Wander.

Example 3: Social Media Post

Good: Planning your next adventure? As a Travel Advisor with Wanderly Adventures®, I can help you take the guesswork out of the planning.

Example 4: Personal Website

Good: Suzanne Nowicki is an independent Travel Advisor with Wanderly Adventures®.

Example 5: Creating a New Business Name

Not appropriate without approval: Suzanne's Wanderly Adventures Travel Planning

That could create confusion about whether this is a separate business owned by the advisor or part of Wanderly Adventures.

Example 6: Creating a Logo
Not appropriate: Taking the Wanderly Adventures logo and adding your own name to it to create a new logo. Instead, use the approved Wanderly branding and approved advisor branding templates.

16. The Golden Rule
If you remember nothing else from this training, remember this: **Use the brand proudly. Don't change the brand.**

- Wanderly Adventures wants you to use our name.
- We want you to tell people you're a Wanderly Adventures advisor.
- We want you to put Wanderly Adventures® in your email signature.
- We want you to use it on social media.
- We want you to share the excitement of being part of our agency.
- We just want everyone using the brand to do so consistently and responsibly.

The trademark belongs to Wanderly Adventures LLC, but the **reputation behind that trademark is something we are building together.**

Every interaction with a client contributes to what people think when they hear the words:
Wanderly Adventures®
Discover. Dream. Wander.

Advisor Quick Reference
YOU CAN:

- Use **Wanderly Adventures®** in your marketing.
- Identify yourself as a Wanderly Adventures advisor.
- Use approved Wanderly Adventures logos and graphics.
- Use the trademark on your social media.
- Use the trademark on your website.
- Use the trademark in your email signature.
- Create original content featuring Wanderly Adventures.
- Promote your own travel niche while identifying yourself as part of Wanderly Adventures.

PLEASE DON'T:

- Claim ownership of the trademark.
- Register the Wanderly Adventures name as your own business.
- Create your own version of the Wanderly logo.
- Give another business permission to use the name.
- Create an unofficial Wanderly Adventures corporate account.
- Alter approved logos without permission.
- Use Wanderly Adventures to promote unrelated businesses or services.
- Make statements suggesting Wanderly Adventures owns or is owned by another travel supplier.
- Contact an alleged infringer yourself or make legal threats.

WHEN IN DOUBT:
Ask Sue or Tammy before you act.
It's always easier to answer a question before something is published than to fix a branding problem afterward.

Final Takeaway
The registration of **WANDERLY ADVENTURES®** is a milestone for our entire agency. It represents the investment we have made in building a recognizable travel brand and the confidence we have in where Wanderly Adventures is going.

You are not being asked to be afraid of using the trademark. Quite the opposite. **We want you to use it.**

- Put it in your bio.
- Put it in your email signature.
- Use it in your social media.
- Tell your clients you're part of Wanderly Adventures.
- Be proud of it.

Just remember that when you use **Wanderly Adventures®**, you are representing more than a name. You are representing the reputation, professionalism, service, and client experience that all of us are working together to create.

Official Reference
The United States Patent and Trademark Office provides additional information about trademarks, trademark symbols, trademark scope, registration, and maintenance at:
USPTO — What is a trademark?
USPTO — Why register your trademark?
USPTO — Trademark scope of protection
USPTO — Maintaining your federal registration