



AdWords Help

Search Help

What is Google's AdWords and AdSense trademark policy?

Google recognizes the importance of trademarks. Our [AdWords Terms and Conditions](#) with advertisers prohibit intellectual property infringement by advertisers. Advertisers are responsible for the keywords they choose to generate advertisements and the text that they choose to use in those advertisements.

Google takes allegations of trademark infringement very seriously and, as a courtesy, we investigate matters raised by trademark owners. Trademarks are territorial and apply only to certain goods or services. Therefore, different parties can own the same mark in different countries or different industries. Accordingly, in processing complaints, Google will ask the trademark owner for information regarding where the mark is valid and for what goods or services. Please note the following about our complaint process:

The trademark owner doesn't need to be a Google AdWords advertiser in order to send a complaint.

Any such investigation will only affect ads served on or by Google.

Google's trademark policy does not apply to search results. Our investigations only apply to sponsored links. For trademark concerns about websites that appear in Google search results, the trademark owner should contact the site owner directly.

In the case of an AdSense for Domains trademark complaint, an investigation will affect only the participation of the domain name in question in our AdSense for Domains program.

Because Google is not a third-party arbiter, we encourage trademark owners to resolve their disputes directly with the advertisers, particularly because the advertisers may have similar ads running via other advertising programs.

AdWords Trademark Policies in Sponsored Links

Below, you can find information on our trademark complaint procedure across different regions as well as on our advertiser authorization procedure.

[I see an unauthorized ad using my trademark. What is Google's trademark policy?](#)

Depending on the regions in which you have trademark rights, we may investigate the use of trademarks in ad text only or in ad text and keywords.

Please note the regions we will investigate ad text only. **We will not disable keywords in response to a trademark complaint.** Furthermore, our investigation will only affect ads served on or by Google.

[Regions in which we investigate use in ad text only](#)

Afghanistan	Cameroon	Ghana	Liberia	Palmyra Atoll	Swaziland
Albania	Canada	Greenland	Libya	Panama	Syria
Algeria	Cape Verde	Grenada	Macedonia (FYROM)	Papua New Guinea	Tajikistan
American Samoa	Cayman Islands	Guam	Madagascar	Paraguay	Tanzania
Andorra	Central African Republic	Guatemala	Malawi	Peru	Thailand
Angola	Chad	Guinea	Malaysia	Philippines	Timor-Leste
Anguilla	Chile	Guinea-Bissau	Maldives	Pitcairn Islands	Togo
Antarctica	Colombia	Guyana	Mali	Puerto Rico	Tokelau
Antigua and Barbuda	Comoros	Haiti	Marshall Islands	Qatar	Tonga
Argentina	Congo	Holy See (Vatican City)	Mauritania	Russia	Trinidad and Tobago
Armenia	Cook Islands	Honduras	Mauritius	Rwanda	Tunisia
Aruba	Costa Rica	Howland Island	Mexico	Saint Helena	Turkey
Azerbaijan	Côte d'Ivoire	India	Micronesia	Saint Kitts and Nevis	Turkmenistan
The Bahamas	Croatia	Indonesia	Midway Islands	Saint Lucia	Turks and Caicos Islands
Bahrain	Cuba	Iran	Moldova	Saint Vincent and the Grenadines	Tuvalu
Baker Island	Democratic Republic of the Congo	Iraq	Mongolia	Samoa	Uganda
Bangladesh	Djibouti	Ireland	Montenegro	San Marino	Ukraine
Barbados	Dominica	Israel	Montserrat	São Tomé and Príncipe	United Arab Emirates
Belarus	Dominican Republic	Jamaica	Morocco	Saudi Arabia	United Kingdom
Belize	Ecuador	Japan	Mozambique	Senegal	United States
Benin	Egypt	Jarvis Island	Myanmar (Burma)	Serbia	Uruguay
Bermuda	El Salvador	Johnston Atoll	Namibia	Seychelles	Uzbekistan
Bhutan	Equatorial Guinea	Jordan	Nauru	Sierra Leone	Vanuatu
Bolivia	Eritrea	Kazakhstan	Nepal	Singapore	Venezuela
Bosnia and Herzegovina	Ethiopia	Kenya	Netherlands Antilles	Solomon Islands	Vietnam
Botswana	Falkland Islands (Islas Malvinas)	Kingman Reef	Nicaragua	Somalia	Virgin Islands
British Indian Ocean Territory	Faroe Islands	Kiribati	Niger	South Africa	Wake Island
British Virgin Islands	Fiji	Kuwait	Nigeria	South Georgia and the South Sandwich Islands	West Bank
Brunei	Gabon	Kyrgyzstan	Niue	Sri Lanka	Western Sahara
Burkina Faso	The Gambia	Laos	Northern Mariana Islands	Sudan	Yemen
Burundi	Gaza Strip	Lebanon	Oman	Suriname	Zambia
Cambodia	Georgia	Lesotho	Pakistan		Zimbabwe
			Palau		

In the U.S., we allow some ads to show with a trademark in ad text if the ad is from a reseller or from an informational site. However, if our investigation finds that the advertiser is using the trademark in the ad text in a manner which is competitive, critical, or negative, we will require the advertiser to remove the trademark and prevent them from using it in similar ad text in the future. Learn more about our [U.S. trademark policy](#).

Outside the U.S., if our investigation finds that the advertiser is using the trademark in ad text, we will require the advertiser to remove the trademark and prevent them from using it in ad text in the future.

Google is dedicated to providing relevant advertising to our users, advertisers, and publishers alike. Accordingly, our trademark policy not to investigate the use of trademarks as keywords in the regions listed above aims to provide users with choices relevant to their keywords. At the same time, we investigate trademark violations in ad text, both as a courtesy to the trademark owner and to ensure that ads are clear to users.

In certain regions, we may investigate use of trademarks in ad text, in keywords, or in both ad text and keywords.

[Regions in which we investigate use in both ad text and keywords](#)

Åland	Coral Sea Islands	Guadeloupe	Macau	Saint Martin
Ashmore and Cartier Islands	Cyprus	Guernsey	Malta	Saint Pierre and Miquelon
Australia	Czech Republic	Heard Island and McDonald Islands	Martinique	Slovakia
Austria	Denmark	Hong Kong	Mayotte	Slovenia
Bassas da India	Estonia	Hungary	Monaco	South Korea
Belgium	Europa Island	Iceland	Netherlands	Spain
Bouvet Island	Finland	Ile of Man	New Caledonia	Svalbard
Brazil	France	Italy	New Zealand	Sweden
Bulgaria	French Guiana	Jan Mayen	Norfolk Island	Switzerland
China	French Polynesia	Jersey	North Korea	Taiwan
Christmas Island	French Southern and Antarctic Lands	Latvia	Norway	Tromelin Island
Clipperton Island	Germany	Liechtenstein	Poland	Wallis and Futuna
Cocos (Keeling) Islands	Gibraltar	Lithuania	Portugal	
	Greece	Luxembourg	Reunion	
			Romania	

When we receive a complaint from a trademark owner, our review is limited to ensuring that the advertisements at issue are not using a term corresponding to the trademarked term in the ad text or as a keyword. If they are, we will require the advertiser to remove the trademarked term from the ad text or keyword list and will prevent the advertiser from using the trademarked term in the future. Any such investigation will only affect ads served on or by Google.

We do not take any action in situations where an advertisement is being triggered by non-trademarked terms even though the search query contains a trademarked term.

This occurrence stems from the fact that Google allows advertisers to use a broad matching system to target their ads. For example, if an advertiser has selected the keyword "shoes," that advertiser's ad will appear when a user enters the word "shoes" as a search query, regardless of other search terms that may be used. So, the ad would show if the user entered any of the following search queries: "tennis shoes," "red shoes," or "Nike shoes." This system eliminates the need for the advertiser to specify each of the myriad different search query combinations that are relevant to their ad.

[How do I file a trademark complaint?](#)

[I have previously filed a trademark complaint, but now I want to allow an advertiser use my trademark. What is Google's trademark authorization policy?](#)

AdWords Counterfeit Goods Complaint in Sponsored Links

[A Google advertiser is selling counterfeit goods. What is Google's Counterfeit Goods policy?](#)

AdSense for Domains Trademark Policy

[A parked domain is serving AdSense ads, and the domain name is using my trademark or variation thereof. What is Google's AdSense for Domains trademark policy?](#)

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