

			
France	Trademarks can be used by competitor. Google does not investigate the use of trademarks as keywords. ⁱ	The Advertising Terms and Conditions are silent about the use of trademarks, ⁱⁱ Advertisements have to comply with the editorial rules that are also silent about trademarks. ⁱⁱⁱ	Competitive use is not allowed. ^{iv}
The Netherlands	Trademarks can be used by competitor. Google does not investigate the use of trademarks as keywords. ^v	The Advertising Terms and Conditions are silent about the use of trademarks, ^{vi} Advertisements have to comply with French editorial rules that are also silent about trademarks. ^{vii}	Advertisements on Bing are provided by Yahoo!
United States	Trademarks can be competitively used. Google does not investigate the use of trademarks as keywords. ^{viii}	Competitive use is not allowed. ^{ix}	Competitive use is not allowed. ^x
United Kingdom	Trademarks can be competitively used. Google does not investigate the use of trademarks as keywords. ^{xi}	The Advertising Terms and Conditions state: "You acknowledge and agree that (i) all advertisers may bid on any key word or phrase (including trade marks) in accordance with our policies". ^{xii} Yahoo! UK has no Trademark Policy.	Competitive use is not allowed. ^{xiii}

ⁱ See: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&lev=answer&cbid=-g9e9j3fwl61v&answer=144298>.

ⁱⁱ See: http://searchmarketing.yahoo.com/fr_FR/legal/piterms.php.

ⁱⁱⁱ See: <http://help.yahoo.com/l/fr/yahoo/ysm/sps/start/editorial/index.html>.

^{iv} See: <http://advertising.microsoft.com/france/publicitaires/propriete-intellectuelle>.

^v See: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&lev=answer&cbid=-g9e9j3fwl61v&answer=144298>

^{vi} See: http://searchmarketing.yahoo.com/nl_NL/legal/piterms_en.php.

^{vii} See: <http://help.yahoo.com/l/fr/yahoo/ysm/sps/start/editorial/index.html>.

^{viii} See: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&lev=answer&cbid=-g9e9j3fwl61v&answer=144298>

^{ix} See: <http://searchmarketing.yahoo.com/legal/trademarks.php>.

^x See: <http://advertising.microsoft.com/learning-center/best-practices/intellectual-property-guidelines>. Also see: <http://advertising.microsoft.com/learning-center/adexcellence/classroom-trademark-guidelines>.

^{xi} See: <http://adwords.google.com/support/aw/bin/answer.py?hl=en&lev=answer&cbid=-g9e9j3fwl61v&answer=144298>.

^{xii} See: http://searchmarketing.yahoo.com/en_GB/legal/piterms.php.

^{xiii} See: <http://advertising.microsoft.com/uk/learning-centre/best-practices/intellectual-property-guidelines>.