JCRS Brand and Trade Name Policy
(Implemented September 2010)

Regarding JCRS policy on trade and brand names, following is the general practice as set forth by the JCRS medical editors:

1. No trade or brand names will be used in the title, running head, figures, figure legends, or synopsis for the table of contents. They will also not be used in tables (unless the table is giving the device’s/instrument’s/etc. characteristics along with those of other branded devices or instruments).

2. If the devices cannot be given generic names based on differences between them (eg, Scheimpflug imaging device for Pentacam versus scanning-slit topographer for Orbscan), the devices/etc. with be called device 1, device 2, etc. or Group 1, Group 2, etc.

3. Trade or brand names will be mentioned once in the abstract.

4. Trade or brand names will be mentioned at least once in the introduction.

5. In general, trade or brand names will be mentioned once in the Patients and Methods section.

6. Trade or brand names will not be mentioned in the Results.

7. Trade or brand names will be mentioned in the Discussion as needed for clarity and when stating what device(s)/drugs/etc. other studies evaluated.

8. Trade or brand names will be not be mentioned in the "What Was Known" and "What This Paper Adds" box that appears before the Reference list.