



DATA RULES & POLICIES

BRAND TABLE

VERSION: 1.0

REVISION 1 | REVISED 10/23/2018



Revision History

Each time this document is modified, increment the version number appropriately and add a new row to the table below. In the Comments column, make sure to document the changes that were made and any deficiencies or outstanding issue the document may still have.

Revision Number	Revision Date	Author	Notes
1	10/23/2019		Initial draft

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Brand Table Data Rules & Policies

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Overview

The Brand Table database is a standardized reference database to facilitate the management and exchange of information. The structure of the database ensures a high level of referential integrity and data validation.

As an impartial and industry-sponsored arbiter of data, the role of the Brand Table is not to provide specific content, but it does standardize, and therefore clarify, the description of the vehicle which is the subject of the data content being exchanged. A standard reference table allows for faster and less costly integration of data content from multiple sources.

Data Rules

Uniqueness

There must be no duplicates in the BrandName field. Therefore, Brand names may be extended until they are unique. For example, multiple companies have a Brand named “Champion”. In the Brand table these names are extended to make them unique – Champion Spark Plugs, Champion Parts Rebuilders, etc.

Case & Punctuation

All entries will use Title Case except where branding dictates otherwise. Periods and Commas will not be used unless branding dictates otherwise. UTF8 values for Register ® and Trade Mark ™ symbols are allowed as special characters when requested by the Brand Owner.

Special Characters include any non-alphanumeric characters (i.e !, @, #, \$, %, ^, &, *, (,), ., _ , - , + , = , | , \ , } , [, { , " , ' , : , ; , ? , / , > and commas or periods.) In all cases EXCEPT WHERE a Special Character is used as part of the Branding, any contractions represented by a special character should be spelled out in long hand.

Character Spacing

A single space should be used between words in a string. Where single letters are used, or a string of letters are used to describe a company or a product (i.e. LKQ Corporation), no spaces should be used between the letters, but a space should occur after the string of letters. If punctuation is permitted in an alphanumeric string (i.e. “WD-40”, no spacing should occur within that string (the string should be treated like a word).

Private Brands

Private Brand entries will be the responsibility of the Brand-owner and it is understood that they may choose to list the Brand Name as the Brand-owner and Parent or they may choose to list the Retailer's name as the Brand Owner and Parent.

- The Owner of a Private Brand is the retailer and not the supplier of the product. The supplier of the product may change and has no rights to the Brand Name
- The Brand Name must only be the registered Brand found on packaging and cannot include product classifications or part types o This rule does not conflict with Uniqueness from section 3.1 which states a Brand Name may be extended to ensure uniqueness across multiple Brand Owners because a Private Brand is assured of being unique to a single Brand Owner

Obsolescence

Codes of brands no longer marketed or belonging to companies that are no longer in business will remain in the table indefinitely because product may survive in the market and commerce requirements may continue.

Unknown Values

The ParentCompany and BrandOwner fields are populated with "Unknown" if a valid value is not known. If the Brand Owner petitions for an update to the record these unknown values may be populated and coded.