add /: add^ a\_ b\_ := a + b

TagSetDelayed::tagpos: Tag add in add^ a\_ b\_ is too deep for an assigned rule to be found. 

$Failed

add /: add^ a\_ b\_ := a + b

TagSetDelayed::tagpos: Tag add in add^ a\_ b\_ is too deep for an assigned rule to be found. 

$Failed

add^ a\_ b\_ // FullForm

Power[Subscript[add, a], b]