



30 October 2010

SRRRMN Policy 4

Use of the SRRRMN Name and Logos

SECTION 1 – General

- 1) **Purpose:** The purpose of this policy is to establish the rules and procedures for authorized use of the Search, Rescue and Recovery Resources of Minnesota (“SRRRMN”) Name, Logo, trademarks, trade names and all other intellectual property (collectively, “Name and Logo”). All other use of the SRRRMN Name and Logo is prohibited.

SECTION 2 – SRRRMN Name & Logo

1) Prohibited Uses:

- a. The Name and Logo will not be used for personal gain.
- b. The Name and Logo will not be used for any commercial purpose, except under a licensing agreement (or other authorized use in writing) as approved in advance by the Board of Directors.

- 2) **Authorized Uses:** The following constitutes an initial list of authorized uses of the Name and Logo solely in connection with official SRRRMN activities or functions. The Board of Directors may add, delete or modify authorized uses from time to time:

- a. All official publications of SRRRMN.
- b. All official or authorized web pages, websites or web links of SRRRMN.
- c. Official Invitations, Greetings, and Programs of SRRRMN
- d. Official correspondence directly related to SRRRMN business, fundraising, publicity, marketing, and similar items.
- e. Stationary and business cards of any SRRRMN director, officer, counsel, or committee used in connection with their SRRRMN duties.
- f. Posters and other information or recruiting materials approved by the Public Relations Committee or the President of SRRRMN.

3) Exceptions

- a. Approval for any other use of the Name and Logo must be first obtained from the President in advance, who will consult with the Board of Directors should any policy questions or unusual requests arise that, in his or her discretion, are not clearly covered in this policy or are sufficiently unusual so as to appropriately require consultation with and a decision by the Board..