



## **POLICY RE: USE OF AGSM INC. LOGO**

The logo of AGSM Inc. is a (registered) service mark of the corporation. It can be used only with the express written permission of the National Executive Board of AGSM Inc.

Third parties that wish to use the logo must apply for written permission from the National Executive Board of AGSM, Inc.

In determining whether to grant permission to use the logo, The Board will consider the purpose for which it will be used, the setting in which it will be used, and the likely audience. The Board will obtain as much detail as possible from the proposed user about how the logo will be used. The Board will also consider whether the proposed use of the mark by the third party will enhance the mission of AGSM, Inc. and whether the proposed use may offend or upset any person who is a member or who would qualify for membership in AGSM, Inc. Use by third parties that are associated with political issues, religious preferences, or matters which may be divisive will be avoided.

Third parties that are granted permission to use the logo must first sign the form provided by the National Executive Board, which, among other things, will include agreements as follows:

- To use the logo precisely as it is registered
- To refrain from altering it or modifying it in any way
- To use the registration symbol ® or servicemark symbol (SM) with the logo
- To use the logo only for the purpose and in the manner approved by the National Executive Board
- To take all steps necessary to protect the mark from use by others, and
- To use the name of AGSM, Inc. in association with the logo.