

	<b>POLICY &amp; PROCEDURE</b>	<b>POLICY OR PROCEDURE NUMBER:</b>  201 M
	<b>Subject:</b> <b>USE OF USA SWIMMING / ARIZONA SWIMMING LOGOS</b>	<b>EFFECTIVE DATE:</b> <b>09/01/2012</b> <b>REVISED</b> <b>7-31-2017</b>

**I. ABSTRACT**

Both USA Swimming and Arizona Swimming Logos and Trade names are registered trademarks of their various entities (together the “Marks”). Both are registered USA Patent and Trademark Office as well as various states and as such use of the Marks without express written permission is prohibited.

- A. Owner of the various Marks has reserved all rights to these Marks, such Marks having been in continuous use for years in the furtherance of the owner’s regular business.
- B. To allow unrestricted use of Marks would diminish the value of the intellectual property.

**II. USE OF ARIZONA SWIMMING MARKS**

- A. Club (Group) members of USA / Arizona Swimming may use the Marks on informational materials, including but not limited to, meet programs, meet entry forms, club manuals and web sites without obtaining such written permission.
- B. Club (Group) members of USA / Arizona Swimming may use the Marks on promotional items after receiving a license for such from AzSI. Such license will be in writing. The granting of the license for use of the Marks is at the sole discretion of AzSI but will not be unreasonably withheld.
  - i. Those wishing to obtain license for a specific purpose should contact the office of AzSI and apply for such license.
  - ii. Unless specified, the license will apply for the specific purpose only.
  - iii. Only the Executive Director or the General Chair of AzSI may grant such license.
- C. Use by any other party or entity without the express written permission of the Marks is expressly prohibited. AzSI may grant license for use of Marks at its sole discretion.
  - i. Those wishing to obtain license for a specific purpose should contact the office of AzSI and apply for such license.
  - ii. Unless specified, the license will apply for the specific purpose only.

- iii. Only the Executive Director or the General Chair of AzSI may grant such license.
  - D. Failure to obtain license may result in legal action, fines or both.
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**Updates:**

<b><u>Date</u></b>	<b><u>by Whom</u></b>	<b><u>Basic Abstract</u></b>	<b><u>Sections</u></b>	<b><u>Control #</u></b>
09/01/12	BOD	license trademarks	All	
09/24/14	BOD	who may license	II A and B	14-14
7/31/2017	Ofc	GC Hskg	II B	16-050