

## Use of Trademarks and Logos

The Treestand Manufacturer's Association (TMA) or the "Association" brands, trademarks and logos (collectively its "Marks") are some of the most valuable assets of the Association and may only be used in a manner that supports our mission statement: *The Treestand Manufacturer's Association (TMA) specifically devotes its resources to promoting treestand safety through education. It endeavors to improve treestand safety with the support of its members and also by fostering relationships with organizations with similar goals.*

These guidelines are being provided so that the Association's brand identity and its image are used consistently within our membership and also by organizations that support our goals in a positive way. Any use of the Association's Marks must support and align with our mission statement. More specifically, the Marks may not be used in a manner that, in the sole discretion of the Association: discredits the Association or tarnishes its reputation and goodwill; is false or misleading; violates the rights of others; violates any law, regulation or other public policy; or mischaracterizes the relationship between the Association and the User, including but not limited to any use of the Marks that might reasonably be construed as an endorsement, approval, sponsorship or certification by the Association of the User, the User's business or organization, or the User's products or services or that might be reasonably construed as support or encouragement to purchase or utilize the User's products or services.

**Special Note:** Use of the Association's Marks shall create no rights for Users in the Marks (including the Logos) or their use beyond the terms and conditions set forth in this document. The Marks shall remain at all times the sole and exclusive intellectual property (Reg. # 3,031,314, Reg. #3,031,714, Reg. #3,031,815) of Treestand Manufacturer's Association. Any failure by a User of the Marks to comply with the terms and conditions stated in this document may result in the immediate discontinued use of the Association's Marks, in addition to any other consequences imposed by the Association.

### 1. USE OF THE ASSOCIATION 'S MARKS - MANUFACTURING CLASS MEMBERS

#### A. To Denote Membership in the Association.

A Manufacturing Class member, in good standing, of the Association may, without written permission, use the logo on their website, brochures and advertising to denote membership in the Association, provided the word "MEMBER" appears in the Logo as shown to the left:

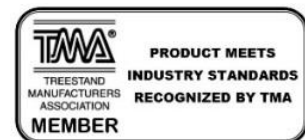


#### B. Use of logo on packaging for marketing products.

A Manufacturing Class member, in good standing, of the Association may, without written permission, use the logo on any product that has been listed on the most current Member Certification Report (MCR) which is on file with the TMA office as shown to the left:



**Special Note:** The Association does not object if **Manufacturing Class Members** self-represent that their products meet or comply with industry standards recognized by TMA so long as Association Logo (excluding the package label shown above) does not appear in connection with such representation and there is **no suggestion that the Association endorses, approves or certifies the product.**



### 2. USE OF THE ASSOCIATION 'S MARK – Professional Services, Retailer/Buyer and Supporting

**Member Classes:** A Professional Services, Retail/Buyer and Supporting Member in these Classes, in good standing, of the Association may, without written permission, use the logo on their website, brochures and advertising to denote membership in the Association, provided the word "SUPPORTING MEMBER" appears in the Logo as shown to the left:

*Supporting Members WILL NOT be authorized to use any TMA logo on product packaging. This will reduce confusion in the market place and/or the consumer assuming that the product meets current standards. TMA does not endorse, approve or certify any product.*

