

	POLICIES AND PROCEDURES	INDEX NO. 1004	APPROVAL LEVEL EB
	SUBJECT Logo Licensing	EFFECTIVE 8/2024	SUPERSEDES 11/05
	SPECIAL DISTRIBUTION		

POLICY

To allow the official logo(s) and/or name(s) to be utilized on approved products.

PROCEDURE

1. Companies that wish to utilize the official FMCA logo(s) or name(s) must submit to Family RV Association’s Executive Director and/or Office Manager a sample of the product intended to carry the Family RV Association logo or name before permission to use the logo or name will be granted.
2. If products are approved, the licensee must sign a license agreement for no less than a one-year period. License agreement will automatically renew unless either party shall give written notice of non-renewal 90 days prior to expiration of renewal term.
3. License to use the Family RV Association name(s) or logo(s) shall be granted on a non-exclusive basis.
4. Licensees must pay to Family RV Association or its subsidiary a yearly licensing fee in accordance with the agreement.
5. Licensee must provide Family RV Association with indemnification from claims, demands, causes of action, damages, including reasonable attorney’s fees, arising out of the use of the Family RV Association name(s) or logo(s) in connection with the sale, distribution or use of the Family RV Association marked products.
6. Family RV Association retains the right to terminate any license agreement in accordance with the terms of the license agreement.
7. Procedure will be established to monitor vendors for the unauthorized use of association logo(s) or name(s).