

REACT International, Inc.

Policy Statement

Policy 9-10

SUBJECT: REACT International Trademarks

PURPOSE: Establish Policies Pertaining to Use of Trademarked Items

SCOPE: REACT Councils, Teams, Individual Members

GENERAL:

REACT International, Inc., has obtained trademark protection for the standard REACT logo (which includes the shoulder patch implementation) and the word "REACT."

"The Board of Directors may authorize the limited term use of the Corporation's trademark. This authority becomes immediately void upon the termination of membership or resignation as covered in Sections 3.6 and 3.7 [of the RI Bylaws]." (RI Bylaws, Section 9.10)

POLICY:

REACT Teams, including individual Team Members, and REACT Councils are authorized to use the REACT name and logo in their local Team/Council activities for so long as the Team is in good standing with REACT International. This authorization includes uses such as displaying the logo on Team vehicles or other property, displaying the REACT logo on magnetic signs used by Team Members involved in Team activities, using the REACT logo on Team forms, signs, stationery, and envelopes, using the REACT logo patch on uniform items, and in various other ways which promote the local Team's recognition as a Team affiliated with REACT International.

The authorization described above terminates immediately for both the Team and its members when a REACT Team discontinues its affiliation with REACT International, Inc.

USES NOT AUTHORIZED:

All other uses of the trademarked REACT name and logo are reserved for the use and benefit of REACT International, Inc. This includes any use where all or part of a product is intended for resale to a REACT organization. An individual REACT Team, for example, may purchase REACT patches (from REACT International) and have them installed on uniform shirts and hats solely for use by members of that Team. The Team may not procure additional items for resale to other REACT Teams.

A REACT Team may not give authorization to a manufacturer to use the REACT logo (such as in a special patch, on a shirt, etc.) unless that use will be solely for the Team giving the approval.

A REACT Council may procure a special Council patch incorporating the REACT International trademarks, for use solely by the Council and its member Teams.

Any exception to this policy must be made by the Board of Directors on a case-by-case basis.

PREVIOUSLY APPROVED ITEMS:

Items previously approved such as the special patch listing various modes of communications used by REACTers will continue to be authorized, but the Board of Directors has determined that further modifications of the REACT patch intended for general REACT use will not be approved.

Adopted 29 Jun 90. Revised 24 Jul 03.

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