

IPEMA Policy on uses of Name and Graphic Membership Logo

Summary

The organization's name "International Play Equipment Manufacturers Association", "IPEMA" abbreviation, and graphic logo are valuable properties of the organization and the membership because they visibly represent IPEMA. The name, abbreviation, and graphic logo are used to illustrate that a company is a member of the International Play Equipment Manufacturers Association. In no way does the name, abbreviation, or graphic logo represent a seal of approval on the products or practices of those who display them, nor does it connote certification of the products and practices of those using them. To protect IPEMA's name, credibility, and members, this policy exists to define how IPEMA's name and graphic logo can and cannot be used. IPEMA reserves the right to modify this policy as it deems necessary or appropriate.

Ownership of Name and Logo

The Association's name and graphic logo are the exclusive property of IPEMA. A member does not retain the right to use this trademark simply because he/she is a member of IPEMA. IPEMA reserves the right to refuse use of the name and/or graphic logo to any individual or entity. Only member companies may use the IPEMA logo.

Trademark Symbols

The name "International Play Equipment Manufacturers Association" and abbreviation "IPEMA" is a registered trademark and is protected under trademark laws. As such, it is required that the name be displayed with a "tm" after its use. The graphic logo is not trademarked or registered at this time.

Acceptable Uses of Name and Abbreviation

IPEMA members are permitted to use the name "International Play Equipment Manufacturers Association™" and "IPEMA™" as long as it is displayed appropriately and is not part of the masthead or any set of drawings, schematics, or plans. The name may not imply endorsement of any work produced by the member, nor may the name be used in any advertisement, catalog or other media to suggest product certification. Non-members may not use the name at any time without written approval from IPEMA's Board of Directors.

Acceptable Uses of Graphic Logo

Active and associate IPEMA members are permitted to use their membership specific graphic logo as long as it is displayed appropriately and is not part of the masthead or any set of drawings, schematics, or plans. The graphic logo may be used on business cards, letterhead, electronic communications, or other printed or published materials used for promotion of the member company. The graphic logo may not be used in any advertisement, catalog or other media to suggest product or service certification. Non-members may not use the logo at any time without written approval from IPEMA's Board of Directors.

The active member graphic logo can be printed in either black, or red and black. When utilizing the two-color logo, the inside of the circles behind the image to the left are to be red, as is the border around the entire image. The PMS color that must be used is 032-Red. A sample of the logo follows:



The associate member graphic logo can be printed in black and white. A sample of the logo follows:



Specific Policies:

1. The logo should not be altered, adorned or otherwise encumbered by other designs or devices.
2. At no time shall the IPEMA graphic logo be depicted in conjunction with a particular product in a way that could be interpreted as any type of endorsement, seal of approval, or certification of that product. This includes drawings, schematics, catalogs, and plans produced by the member.
3. The graphic logo may not be used in any advertisement, catalog or other media to suggest product certification.

Enforcement:

1. IPEMA members recognize IPEMA's sole right to revoke their use of the name and graphic logo upon reasonable notice to the member, and agree that if requested, they will immediately cease and desist from any use of the name and graphic logo and waive any claim against IPEMA relating to its exercise of this right of revocation.
2. The right to use the IPEMA name and graphic logo may be terminated immediately:
 - a. Upon notification received by IPEMA from any federal, state, or local government authority involved in the resolution of consumer disputes, or from the Council of Better Business Bureau that there are a total of three (3) unresolved consumer complaints pending with such entity involving the licensee, and that licensee has had a period of 30 days or longer to resolve these complaints; or
 - b. Upon notification received by IPEMA from any federal, state or local government authority, including, but not limited to licensing boards, that it has concluded a disciplinary action which resulted in a finding adverse to the licensee; or
 - c. Upon notification received by IPEMA from any federal, state or local government authority that the licensee has been found liable for, or has signed a consent decree involving a matter of false or misleading advertising; or
 - d. Upon presentation to IPEMA of a valid court record indicating that the licensee, or its current owner or manager, has been convicted of a felony, which relates in any manner to business activities.
 - e. In accordance with termination or suspension of IPEMA membership as outlined in Article IV, Section 6 of the IPEMA Bylaws.
3. The right to use the IPEMA name and graphic logo may be terminated immediately upon determination by the Board of Directors that a member has been using IPEMA's name and graphic logo in violation of the terms of this policy. Board action will only occur following verification from the IPEMA administrator and/or attorney that all attempts to obtain compliance with the policy have failed.
4. IPEMA intends to vigorously enforce its trademark rights as to the name and graphic logo. Information on violations of the name and graphic logo usage criteria above, whether by a member or non-member, shall prompt enforcement action.