



**USA**Volleyball.

USAVolleyball.org

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## MEMBER CLUB USE OF USAV INTELLECTUAL PROPERTY MARKS ON TEAM UNIFORMS

Dear USAV RVA Commissioners,

I am happy to announce that USAV has secured the rights for USAV Member Clubs to put a newly-approved USA Volleyball Member Club logo on their team uniforms. It was abundantly clear in speaking with many of you that this was a big priority of yours and I feel it will go a long way to help our athletes and clubs more closely identify with USA Volleyball.

USAV will need to put in strict procedures for this program in order to remain in compliance with our adidas agreement. Highlights include:

- Member Clubs wishing to affix the USAV Member Club Logo will be required to apply to USAV for the right to use the mark.
- They will be required to sign a "USAV Logo Use Agreement for Member Clubs" which will clearly outline the rules and guidelines of the program.
- Member Clubs will only be allowed to affix the approved logo on team uniforms and will be required to follow the logo use guidelines.
- Member Clubs will not be allowed to use the logo on any merchandise other than team uniforms and cannot affix it to any product for sale (or to be given away) to any third party.
- Member Clubs will be responsible and liable for any misuse of the logos.

We are planning to roll out this program by the end of August and provide you further details in the near future.

This is an exciting step for USAV in our quest to build our brand awareness. I hope that you will spread the word of this new program amongst the clubs in your region.

Best regards,

Jamie Davis

Proud Member

