

# **NEHES Guidelines for the Board of Directors**

NEHES Trademark Use Policies:

## **Statement for inclusion on the website:**

The name "NEHES" and its logos are registered trademarks of the New England Healthcare Engineers Society and may not be used without the prior, written authorization of the Board of Directors, acting through its President.

## **Logo use guideline:**

The registered and common-law trademarks of the Society may only be used by the Society and those persons authorized, in advance, in writing, by the Board of directors. Chapters of the Society which are separately incorporated, so long as they remain in good standing and validly incorporated may display the trademarks of the Society on their web site, on their letterhead, and on their business cards, if any. The chapters must attribute the marks to the Society and use the appropriate registration symbol in all such uses. Chapters may not sublicense the Society's trademarks without the prior written authorization of the Board, acting through the President.

The use of Society marks or logos on clothing or other articles which may be sold or distributed, or in conjunction with another mark or logo of for profit businesses must be approved in advance, in writing, by the Board, acting through the President, and may involve fees.

Those authorized to use the Logo must use the camera ready artwork available from the AD's office. Use of the logo by cutting and pasting from the internet are strictly forbidden.

**Draft Trademark Use License:**

[NEHES Letterhead]

[Date]

[Addressee, using full legal name & address]

Re: Trademark Use License

Dear \_\_\_\_\_[officer]:

This letter is intended to license {name of organization} to use the Society's registered trademark [list each one intended to be covered] as follows: [describe authorized use, such as their web site, etc.]

This authorization commences on [date] and expires on [date], or such earlier time as the Society may determine in its sole discretion.

This license does not include the right to sublicense any of the marks, or to create any derivative mark. Licensee must attribute the marks to the Society in all uses and employ the trademark registration symbol, for example "NEHES® is a registered trademark of the New England Healthcare Engineers Society, Inc."

Licensee may not use the mark in any way that would be illegal, oppressive, embarrassing to the Society or which would hold the Society up to ridicule or derision.

Please sign in the place provided below to acknowledge the terms of this license and return the signed copy to the Society.

Sincerely,

President

[Name]

By \_\_\_\_\_  
(President)