

1. Trademark Ownership & Acknowledgment

- *Feeding Tube Awareness Week*® is a registered trademark owned by Oley in any color or visual representation.
- *Feeding Tube Awareness Foundation*® is a registered trademark owned by Oley in any color or visual representation.



- is a registered trademark owned by Oley in any color.
- All permitted uses must acknowledge Oley as the trademark holder, using:
 - “Feeding Tube Awareness Week® is a registered trademark of Oley Foundation.”
 - “Feeding Tube Awareness Foundation® is a registered trademark of Oley Foundation.”

2. Approved Use

All registered trademarks may be used **only** to:

- Promote awareness, education, or advocacy related to enteral feeding
- Support activities aligned with Oley’s mission
- Reference the official annual observance

Use must be factual, respectful, and non-misleading.

3. Prohibited Use

All registered trademarks **may not** be used:

- For commercial purposes (sales, fundraising, sponsorships, or advertising) without written permission
- To imply endorsement, partnership, or sponsorship by Oley unless explicitly authorized
- In political, partisan, or unrelated advocacy campaigns
- In a way that alters, shortens, or rebrands the phrase (e.g., “Tube Feeding Week,” “FTAW” for branding)
- In domain name registrations
- In social media account names or handles

4. Licensing & Permission

- Any organization or individual seeking to use any of the registered trademarks must obtain written permission or a license from Oley in advance.

5. Branding & Presentation

- The phrases must appear exactly as written:
 - *Feeding Tube Awareness Week*®
 - *Feeding Tube Awareness Foundation*®
- The ® symbol should be used on first reference in formal or promotional materials.
- Logos or branded assets associated with the registered trademarks may only be used if officially provided or approved by Oley.

6. Enforcement & Revocation

- Oley reserves the right to revoke permission for any use that:
 - Violates these guidelines
 - Misrepresents the trademark
 - Conflicts with Oley’s mission or value