Trademark Usage Policy for the IDEA Logo

This Trademark Usage Policy has been created by The Independent Distributors of Electronics Association (IDEA) to ensure consistency in the manner in which the organization’s logo, (the “IDEA Logo”) is used and displayed. This Policy is intended for all licensed users of the IDEA Logo in any media, including, but not limited to printed materials, product packaging, website, and all forms of advertising. IDEA may amend this Policy from time to time at its sole discretion. IDEA also reserves the right to immediately terminate permission to use the IDEA Logo by anyone not in compliance with this Policy.

Use of the IDEA Logo is granted only to approved Licensees and then only under the terms and provisions of this Policy. Licensees agree that IDEA is the sole and exclusive owner of the IDEA Logo and further agree not to claim any right, title or interest in or to the IDEA Logo or to adopt any confusingly similar name, designation or mark in the United States or in any other country. All uses of the IDEA Logo shall enure to the benefit of IDEA, not to Licensees.

When referencing or using the IDEA Logo on any website, promotional materials, marketing and advertising materials, or other documentation, proper ownership of the mark must be attributed to IDEA. An ownership attribution legend should appear on the same page, if practicable, or on the face of any materials where the IDEA Logo appears, in the following format: “The IDEA Logo is owned by the Independent Distributors of Electronics Association and used under license.”

The use of the IDEA Logo must be authorized by IDEA and is meant to note a specific relationship between IDEA and an individual or business that is a Member in good standing of IDEA or that works with IDEA for the benefit of IDEA and the Independent Distribution of Electronics Industry. Licensees may not use the IDEA Logo to suggest or imply that any individual or business is an employee or agent of IDEA.

Use of the IDEA Logo may be granted by IDEA to any one of the categories specified below as well as to other IDEA business partners.

- Company General Member
- Corporate Donor
- Individual/Foundation Donor
- Executive Employees of IDEA
- Associate Member (all types)

IDEA, in its sole discretion, shall determine and authorize the IDEA Logo designs that are active and allowed for use by Licensees. Only the IDEA Logo, as seen on IDEA’s website and on the organization’s printed documents, has been approved by IDEA for use. Licensee agrees to use only the then-current authorized IDEA Logo. Licensee shall cease all use of retired Logos within ninety (90) days of notification of the retirement of a Logo.

No Licensee shall display the IDEA Logo in any manner that creates a likelihood of confusion between IDEA’s product/service offerings and those of the Licensee or that would suggest endorsement by or false affiliation with IDEA. The IDEA Logo may not be used on or in connection with merchandise that is not supported by or provided through IDEA.

The IDEA name and IDEA Logo and/or link bearing the name and Logo may not be combined with any other graphic elements; nor may they be altered in any manner including proportions, aspect ratio or shape/form, font, design, arrangement, colors or elements; nor may they be animated, morphed or otherwise distorted in perspective or appearance. The IDEA Logo may be displayed in different sizes, but all elements of the IDEA Logo must be recognizable and changed in size proportionally. The IDEA Logo
may be reproduced in black and white or, if in color, only in PMS 158 (and equivalent in four-color process) and black.

IDEA must approve in writing all intended use(s) of the IDEA Logo including use(s) on business cards, advertisements or letterhead or in any similar manner prior to printing or usage. If the IDEA Logo is used on the Internet, it must only appear under the single website at the domain name provided in the signature section of this document (Page 2). The IDEA Logo must always be used as an active link to IDEA’s official website, located at www.idofea.org. IDEA will regularly visit participating websites to monitor compliance. IDEA may terminate the license for Internet use of the IDEA Logo at any time and for any reason, even if the display of the IDEA logo complies with this Policy.

When used in advertising, whether printed or electronic media, the IDEA Logo must not be the dominant element in the advertisement. An initial proof for printed use must be provided to IDEA Staff for approval prior to printing. The IDEA Logo may not adjoin, overlap in any way be incorporated into the dominant visual element of the advertisement. The IDEA name and Logo and/or link bearing the name and Logo may not appear more prominently than Licensee’s personal, company, product or service, or website name.

The Independent Distributors of Electronics Association name and the IDEA Logo and/or link bearing the name and Logo may not appear on any pages of any websites that include content or advertising for alcoholic beverages, tobacco, pornography, religious material, partisan material, political material or firearms.

Appropriate action by the Independent Distributors of Electronics Association for Licensee’s failure to adhere to this Policy may include, but is not limited to, the revocation of the right to use the IDEA name and the IDEA Logo and/or any links bearing the name and the Logo. In the event that IDEA revokes Licensee’s license to use its trademarks, Licensee agrees to remove from any website the IDEA name and IDEA Logo and/or the links bearing the name and Logo within two (2) business days after IDEA issues the notice of revocation and within ninety (90) days for all other uses.

By using the IDEA Logo, Licensee agrees to these terms and conditions and to bind him/her and/or his/her company to these terms. Use of the IDEA Logo in violation of these terms shall be considered unauthorized use and subject to appropriate legal and equitable relief.

**Trademark Usage Policy for the IDEA Logo Agreement**

*As Member Representative, I confirm that ______________________________ agrees to abide by the (company name)*

*Trademark Usage Policy for the IDEA Logo and that the sole Internet domain name on which the IDEA Logo will appear is ______________________________. (domain name)*

_______________________________
Print Name

_______________________________
Title

_______________________________
Signature

_______________________________
Date

End of Document