



PRSM ASSOCIATION 2010 LICENSING AGREEMENT FOR LOGO USE

The PRSM logo is protected by copyright and/or trademark. Only Primary Vendor Members may use the PRSM logo under certain guidelines, as outlined below.

- The Primary Vendor Member must be an active member and current on all dues.
- Any infringement on the use of PRSM's logo or violation of the rules as set forth herein will terminate membership effective immediately, and all materials bearing the PRSM logo must be destroyed.

LOGO USAGE

The logo design in Attachment A is to be used only on the following materials:

- Marketing Materials
- Business Cards
- Company Website

RULES FOR LOGO USAGE

- No form of the PRSM logo may be used by any company or organization for any purpose without the prior written consent of PRSM, in the form of an executed Licensing Agreement.
- The PRSM logo:
 - May only be used as provided by PRSM. Except as provided in these guidelines, the PRSM logo may not be altered in any manner.
 - May not be used in any manner that implies PRSM's affiliation, sponsorship, endorsement, certification or approval of any product, company or service.
 - May not be used in a manner that implies communication is from PRSM.
 - Must not be disparaging or defamatory or present false or misleading information about PRSM.
 - Must not violate intellectual property rights or any state or federal laws.
 - Must be linked to <http://www.prsm.com> when used on vendor's website.

GRAPHIC PARAMETERS

Only camera-ready art from the PRSM Association office may be used. The Primary Vendor Member must sign this Licensing Agreement before any camera-ready art will be sent.



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- Use of the color logo, as provided, is preferred. However, when not feasible, a black and white reproduction is acceptable.
- The PRSM logo should only be reproduced in the PRSM Association corporate colors (Logo colors are 2945 U and 2955 C.) It may not be reproduced in any other color, except black.
- The PRSM logo size on vendor's webpage may be reduced by up to 50 percent of the company logo size, but original aspect ratio must be maintained.
- If other corporate logos are displayed (other than vendor's company logo), the PRSM logo must be equal in display size.

By signing below, I agree to all conditions set forth in this Licensing Agreement. This Agreement is for calendar year 2010 and will need to be renewed by December 31, 2010.

Type or Print Company Name: _____

Type or Print Contact Name: _____

Signature

Date