

Revised Oct 2016

ATTACHMENT B TO POLICY 9200
Name and Trademark Use

Unauthorized usage of the United States Pony Clubs, Inc. name and trademarks may result in diminished value of the United States Pony Clubs, Inc. (Pony Club) brand. To ensure optimum brand identity, we need to be clear and consistent about the messages our products and designs convey to Pony Club members, non-Pony Club members and potential Pony Club members. Therefore, everyone in The United States Pony Clubs, Inc. (Pony Club) have a role in protecting The United States Pony Clubs, Inc. (Pony Club) name and trademarks against unauthorized, inconsistent and unlicensed use.

The United States Pony Clubs, Inc. name and trademarks shall be protected.

Specific Board of Governors approved Logo use, Materials Use, and Website usage of trademarked materials are available from the Director of Marketing & Communications upon request.