

TRADEMARK GUIDELINES FOR PROPER USAGE

USA SWIMMING, INC. ("USA SWIMMING ")

Please read the Trademark Guidelines for Proper Usage ("Guidelines") carefully. If you do not agree with these terms governing your relationship with USA Swimming, you should not use trademarks owned by USA Swimming.

BACKGROUND

A trademark is any term, name, logo, symbol, slogan, device, or marking (or any combination thereof) that identifies and distinguishes the source of the product of one party from those of others. A service mark is the same as a trademark, except it identifies and distinguishes the source of a service rather than a product. For purposes of this document, references to *trademarks or marks* include all trademarks, service marks, and designs owned by USA Swimming.

GENERAL RULES

- **ADJECTIVES & CONSISTENT.**

Trademarks are proper adjectives – not nouns or verbs. The trademark should always modify the generic name of the product or service. Do NOT use the mark as a plural or in the possessive form unless the mark itself is plural or possessive.

Correct

SWIM-A-THON fundraisers

GOLDEN GOGGLE award show

AQUA ZONE promotion

Incorrect

SWIM-A-THON is a fundraiser

GOLDEN GOGGLE's ceremony

AQUA ZONES

- **PROMINENT & DISTINCTIVE.**

Trademarks should be distinguished from surrounding text and elements: e.g., capitalize trademarks, make them bold, use italics, a different font/color, etc. Where practical, a trademark notice should follow the mark (subscripts of ® for federally registered marks or ™ for unregistered marks).

Correct

Incorrect

USA SWIMMING® events

The USA swimming national competition is set to occur in May.

USA Swimming's DUEL IN THE POOL™ competition - USA vs. Australia

USA's duel in the pool versus Australia was incredible.

- **NO MODIFICATION, ALTERATION OR CHANGES.**

Always use the trademarks in the manner provided by USA Swimming. Do NOT modify the trademarks (e.g., no change in scale, dimension, rotation, color, design elements). Do NOT superimpose or overlap the trademarks with other elements. Do NOT combine marks with any other mark, hyphenated, abbreviated, or displayed in separate parts. Do NOT compress a mark depicted as two or more words into one word. Do NOT blur or reduce the quality of the mark.

Correct



Incorrect



Goggles On™ campaign

GogglesOn educational resources

TRADEMARKS VS. TRADE NAMES

If you are referring to USA Swimming as the name of the entity, then you may use USA Swimming as a proper noun within in a sentence with capitalization of "USA" and "S"

only. However, when used as a brand in connection with a product or service, the words “USA SWIMMING” should be treated as a trademark and used in compliance with the General Rules section of these Guidelines.

Correct

USA Swimming is the National Governing Body for the sport of swimming in the United States.

Incorrect

USA SWIMMING promotes the culture of swimming.

DISCLAIMER

USA Swimming does not make any express or implied warranties, including but not limited to the warranties of non-infringement of any third-party intellectual property rights. USA Swimming shall not be liable for any claims relating to user’s activities falling within the scope of the permission, and user hereby agrees to indemnify, defend, and hold USA Swimming harmless against any such claims.

COMMENTS, CONCERNS OR QUESTIONS

If you have questions with respect to these Guidelines or to report concerns regarding the use of a trademark of USA Swimming or to obtain written permission for a proposed use of trademarks, please contact: marksapproval@usaswimming.org.

UPDATES

USA Swimming may release new versions of Guidelines or statements of permitted use of its trademarks without notice. It is the user’s responsibility to stay updated on these policies.