



Policy on Use of ACHQC Foundation Logo and Affiliation Statements

ACHQC intends to protect the use of its logo, as reproduced above, and to control the manner in which members and others may promote their affiliation with or sponsorship by ACHQC. In order to accomplish this, the Board of Directors adopts the following policies and procedures:

(1) ACHQC shall claim a trademark right in the ACHQC logo, including, among other ways, by using the abbreviation SM (for service mark) as a superscript in association with the ACHQC logo. The Executive Director should undertake reasonable efforts to convert existing uses of the ACHQC logo to uses with the SM superscript. All uses of the ACHQC logo following the adoption of this policy shall include the use of the SM superscript text. The Executive Director shall consult with ACHQC's legal counsel for proper and best practices concerning trademark claims with respect to the ACHQC logo;

(2) ACHQC members are permitted to use the ACHQC logo in printed and electronic materials only as follows:

a. Members in good standing with ACHQC may use the ACHQC logo in association with text or any other context that clearly and unambiguously claims that the person using the logo is a member of ACHQC;

b. Members may not use the ACHQC logo in association with any claim, made expressly or that can be fairly inferred from the member's use of the ACHQC logo, that ACHQC sponsors or approves the member or any medical or business practice of the member; a member may not claim or imply, through use of the ACHQC logo, or otherwise, that the member is a partner with or of ACHQC, that ACHQC sponsors the member in any way, or that ACHQC approves of any practice, method, or any other activity or position of the member; and

c. Any member who uses the ACHQC logo contrary to these policies, as determined in the sole and absolute discretion of ACHQC, shall upon ACHQC's notice to him or her immediately stop using the ACHQC logo in any manner, including, without limitation, by immediately removing the ACHQC logo from web sites, blogs, email signatures, and letterhead, and stopping circulation of any printed materials containing the ACHQC logo;

(3) Any person who is not an ACHQC member may not use the ACHQC logo in any manner or for any purpose without the express, written permission of ACHQC which shall be granted or withheld in ACHQC's sole and absolute discretion. Permission to use the ACHQC logo will only be given if the use accurately and fairly represents ACHQC's position and relationship to the person seeking to use the ACHQC logo. Permission to use the ACHQC logo to state or imply that ACHQC has sponsored or

affiliated with another person will only be granted both if the statement or implication is true and ACHQC has determined in its sole and absolute discretion that it is in its own interests to allow the ACHQC logo to be used in association with the person and the statement or implication;

(4) All requests for permission to use the ACHQC logo shall be directed to: Carol Goddard, Executive Director, Americas Hernia Society Quality Collaborative, 4582 South Ulster Street, #201, Denver, CO 80237; email at carol@americanherniasociety.org; and

(5) This policy shall be posted on the ACHQC web site so that it is accessible to both members and non-members of ACHQC.

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Adopted by the AHSQC Board of Directors on 4/19/2018.

Updated 6/29/20

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I agree to the use of the ACHQC Foundation Logo and Affiliation Statements

Signature _____

Printed Name _____

Date _____

Submit signed form to nicole@achqc.org