



Policy on Use of AHSQC Foundation Logo and Affiliation Statements

AHSQC 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 AHSQC. In order to accomplish this, the Board of Directors adopts the following policies and procedures:

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

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

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

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

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

(3) Any person who is not an AHSQC member may not use the AHSQC logo in any manner or for any purpose without the express, written permission of AHSQC which shall be granted or withheld in AHSQC's sole and absolute discretion. Permission to use the AHSQC logo will only be given if the use accurately and fairly represents AHSQC's position and relationship to the person seeking to use the AHSQC logo. Permission to use the AHSQC logo to state or imply that AHSQC has sponsored or affiliated with another person will only be granted both if the statement or implication is true and AHSQC has determined in its sole and absolute discretion that it is in its own interests to allow the AHSQC logo to be used in association with the person and the statement or implication;

(4) All requests for permission to use the AHSQC 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 AHSQC web site so that it is accessible to both members and non-members of AHSQC.



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