

STUDEBAKER DRIVERS CLUB, INC.® (SDC)

INTELLECTUAL PROPERTY POLICY AND LOGO / TRADEMARK GUIDELINES



STUDEBAKER DRIVERS CLUB®



Studebaker
DRIVERS CLUB INC

Studebaker®

WE INVENTED
COOL®

TURNING WHEELS®

Revised: January, 2019

All previous versions superseded

These policies, guidelines and logos within are the property of the Studebaker Drivers Club Inc. and all copyrights and trademark rights are reserved.



STUDEBAKER DRIVERS CLUB, INC. INTELLECTUAL PROPERTY POLICY

1. INTRODUCTION

1.1 The purpose of the Studebaker Drivers Club, Inc. (SDC) was, and continues to be, to honor the Studebaker automobile and all of the Studebaker-related products. As part of that mission the club has created and uses a number of different logos for use by the club and its chapters to display and inform people about Studebaker cars and activities.

1.2 The SDC logos (see Appendix A) and the phrase STUDEBAKER DRIVERS CLUB ® are registered trademarks of SDC. As such, their usage and treatment are protected and governed by the SDC through its elected and appointed officials. This policy is to guide club officials, chapters and club members in the use of SDC trademarked logos and to govern the protection of the trademarks. In addition, non-club members may wish to use a SDC trademarked logo for purposes of retail sales. This policy details under what conditions that may occur.

2. SDC TRADEMARKS

Definitions

2.1 Trademark

A trademark is a word, phrase, symbol, and/or design that identifies and distinguishes the source of the goods of one party from those of others, which are used in any format including electronic. This includes, logos, emblems, stamps, badges, signs, hallmark, seals, photos, etc. A trademark may be identified by a small ™ at the end of the subject logo.

2.2 Registered Trademarks

A registered trademark is one that has been registered with the United State Patent Office. The symbol for a registered trademark is a circle with a small R in the middle ® .

A registered trademark confers upon its owner the sole right of use, with protection against infringements or use by others.

2.3 SDC Registered Trademarks

SDC has registered seven (7) different trademarks. They are all registered with the U.S. Patent and Trademark Office.

- 2.3.1 Studebaker Drivers Club (circle with lazy S with club name to the right
- 2.3.2 Turning Wheels - wheel logo
- 2.3.3 We Invented Cool- stylized design
- 2.3.4 Studebaker Drivers Club - typed drawing
- 2.3.5 The Studebaker Drivers Club - wheel with script name
- 2.3.6 Studebaker Drivers Club Since 1962 - double ring with lettering
- 2.3.7 Studebaker in distinctive script

See Logo guideline attached for examples and use.

3. GUIDELINES FOR USE OF SDC TRADEMARKS

3.1 This document details how, when and by whom SDC registered trademarks can be used. Prior to using a SDC trademark this Guideline should be referenced.

3.2 SDC's trademarks should always be used in their full, exact, most up-to-date form. They should neither be abbreviated nor combined with other words. The first and most prominent mention of a SDC trademark should be accompanied by a "™" symbol to indicate it is a trademark; a "r in a circle" ® symbol must be used if the trademark is registered.

3.3. The following notice text should appear somewhere near the first or prominent mention of a SDC mark.

" [mark] is a registered trademark of Studebaker Drivers Club, Inc."

4. CURRENT MEMBERS MAY USE TRADEMARKS TO IDENTIFY MEMBERSHIP IN SDC

SDC members in good standing may display two of the trademarked SDC logos without prior authorization in order to identify him/herself as a member of SDC; such as a personal calling card, personal stationery, or personal webpage. These are the red, white and blue wheel with a diagonal script Studebaker across the wheel and the double ring logo which has "since 1962" at the top. (See pages 5 and 6.) The wheel logo may also be used in a single color, per the instructions in the Guidelines incorporated herein.

If a member offers goods or services, reference to their membership in SDC can be included in advertisements, catalogs, brochures, business website or business cards ONLY by using the phrase, “Studebaker Drivers Club ® Member” or “SDC Member”. No other trademarked SDC logo may be used by a member without permission of the Trademark Administrator. No member may use a SDC logo on any product for sale to the public or other members.

5. SDC CHAPTERS MAY USE TWO OF THE REGISTERED TRADEMARKS TO IDENTIFY THEMSELVES AND FOR FUNDRAISING

SDC Chapters in good standing have the right to use only two the SDC trademarks to identify their chapter affiliation or in combination with their chapter name or chapter logo. These are the same two noted above in Section 4. If a Chapter wishes to uses a different SDC logo on any fund raising project or otherwise, they must first apply for permission by sending in a short statement of intended usage and purpose to the Trademark Administrator. Upon approval, written permission will be given.

The specifics of how to display a SDC registered trademark are detailed on pages 5 & 6. Dos and don'ts are also detailed therein. These guidelines must be followed or permission to use the logos will be withdrawn.

6. USE BY FOR-PROFIT RETAILERS

This policy is designed to balance competing interests. SDC has an interest in protecting its registered and unregistered trademarks. Club members desire to show their affiliation with SDC. SDC Chapters want to use SDC logos on items they sell to raise funds for their chapters. Vendors and retailers desire to use SDC logos on products for sale to the public. No matter who is using a SDC trademark, its use is governed by the rules laid out in this policy. (See above.)

7. LETTERS OF AUTHORIZATION TO USE SDC TRADEMARKS

The Trademark Administrator is tasked with defending SDC registered trademarks. He/she is authorized to contact any member, chapter or retailer that is found to be using a registered trademarked SDC logo without permission from the Club. In fact, it is imperative that SDC's registered trademarks be defended from unauthorized use. To ignore such unauthorized use may result in the loss of the registration of the trademark. Prior to anyone using a SDC registered trademark on an item for sale to the public they must obtain a letter authorizing them to use the specific SDC trademark they wish to use in the manner they

propose. An example of a Letter of Authorization is in Appendix B. A licensing fee may be imposed for public use of SDC trademarks.

8. AVOIDANCE OF ADVERSE ACTIONS

No one who is using a SDC trademark shall, at any time use the SDC trademark in any way that may tend to impair its validity or disparage the trademark as a proprietary Mark or take any action that would jeopardize or impair SDC's ownership of the SDC trademark or its legality or enforceability. Nor shall a user directly or indirectly incorporate the SDC trademark as part of a Trade Name except as authorized by SDC in writing. Use of a SDC trademark must always be in good taste and of the highest quality. Users shall not attempt to register the SDC trademark; attempt to register (without SDC's prior consent) a Mark which incorporates the SDC trademark or Marks in whole or in part; attempt to register any trademark that is confusingly similar to the SDC trademarks or any contraction or abbreviation thereof; or use, advertise, or promote any Mark, Trade Name and/or trade dress that is confusingly similar to the SDC trademarks or any contraction or abbreviation thereof, other than as expressly permitted under a signed License Agreement.

9. CHANGES TO THIS POLICY

Should the Trademark Administrator determine that changes to this policy are necessary he/she shall submit the proposed changes to the SDC Board for approval, amendment or rejection. Any submitted changes shall be accompanied by the location where they would reside within this policy.

10. TRADEMARK ADMINISTRATOR

The SDC Trademark Administrator's contact information can be found on the SDC webpage: studebakerdriversclub.com.

USING SDC'S LOGOS AND TRADEMARKS

As described in the preceding policies, below are the logos and trademarks that are currently registered by the Studebaker Drivers Club, Inc.

**THESE TWO LOGOS ARE AUTHORIZED FOR USE BY SDC MEMBERS
IN GOOD STANDING AND SDC CHARTERED CHAPTERS PER POLICY**



PREFERRED:
SDC "Modern" Logo
Colors: SDC Red, SDC
Blue, Black, White



ACCEPTABLE:
SDC "Historic" Logo
Colors: SDC Red, SDC
Blue, Black, White

APPROVED ALTERNATIVES (Only when the full color versions cannot be used)



Black & White
(grayscale, white bkgnd)



Black & White
(Background is white)



SDC Red & White
(Background is white)



SDC Blue & White
(Background is white)

NOTE: It is STUDEBAKER DRIVERS CLUB not STUDEBAKER DRIVER'S CLUB

OFFICIAL SDC COLOR PALLETTE FOR ALL TRADEMARKS

SDC RED

Pantone: 185C
RGB: 228.0.3
HEX/HTML: E4002B
CMYK: 0 93 79 0

SDC BLUE

Pantone: Reflex Blue
RGB: 0.20.137
HEX/HTML: 001489
CMYK: 100 89 0 0

SDC BLACK

SDC WHITE

OTHER TRADEMARKS (For internal SDC use or by others with SDC authorization per policy)

STUDEBAKER DRIVERS CLUB®



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DRIVERS CLUB INC

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**WE INVENTED
COOL®**

TURNING WHEELS®

SDC LOGO DO'S AND DON'TS

When using the SDC logo in printed documents, web sites, garments and other items, please follow these guidelines to ensure proper presentation and clarity of the logo. Exceptions to these requirements are by written request and prior approval. If in doubt, contact the SDC Trademark Administrator.

DON'T remove the registered trademark symbol ® from the trademark...ever!

DO ensure that there is adequate contrast between the logo and the background or other design elements.



Good contrast



Poor contrast

DON'T use a "reversed" logo EXCEPT if adequate contrast is impossible to achieve



Acceptable, but not recommended if another alternative is possible.

DO make sure that the logo is the foremost element if incorporated into a multi-element design (meet graphic, emblem, promotional items, etc.),
That means...

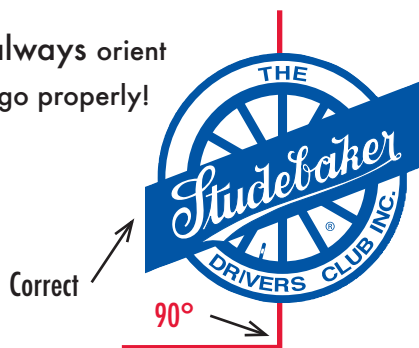
DON'T cover up any part of the logo!



DON'T create new multi color combinations... even with the best of intentions!

Happy Holidays!

DO always orient the logo properly!



DO contact the SDC Trademark Administrator or appointed assistant if you have any questions about authorization and proper usage of the SDC logo and other trademarks!

Trademark Administrator:

Contact info for the current SDC Trademark Administrator is listed on the SDC website:

www.studebakerdriversclub.com/officers.asp#other