

TRADEMARKS and TRADEMARK USAGE GUIDELINES of NATIONAL LONGHOUSE, LTD.



TABLE of CONTENTS

Introduction	Page 3
General Information	Page 4
List of National Longhouse Trademarks & Recommended Descriptors	Page 5
National Longhouse Trademark Usage Guidelines	Pages 6-12

NATIONAL LONGHOUSE, NATIVE SONS AND DAUGHTERS PROGRAMS,
NATIVE DADS AND SONS, NATIVE MOMS AND SONS, NATIVE MOMS AND
DAUGHTERS are registered service marks of National Longhouse, Ltd.
NATIVE DADS AND DAUGHTERS, NATIVE SONS AND DAUGHTERS,
NS&D PATHFINDERS, are service marks of National Longhouse, Ltd.
Copyright © 2008, National Longhouse, Ltd. All Rights Reserved.

TRADEMARKS and TRADEMARK USAGE GUIDELINES of NATIONAL LONGHOUSE, LTD.

Introduction

Any trademark service mark, trade name, or trade dress of National Longhouse, Ltd. is, and will always be deemed a valuable asset. In following the information and guidelines provided within this document, you help protect the valuable trademark rights of National Longhouse and strengthen our corporate and brand identities. Any questions regarding proper use of these trademarks should be directed to an authorized representative of National Longhouse, Ltd.

NATIVE SONS AND DAUGHTERS PROGRAMS®

NATIONAL LONGHOUSE®

NATIVE DADS AND SONS®

NATIVE MOMS AND SONS®

NATIVE DADS AND DAUGHTERS™

NATIVE MOMS AND DAUGHTERS®



General Information

A trademark is any word, phrase, symbol or design, or a combination thereof, that identifies and distinguishes the source of a product (sold in commerce) of one party from those of others. For example, the trade mark “COCA-COLA[®]” is a unique brand name that distinguishes itself from other brands in the general class of a product known as “soft drinks.”

A service mark is the same as a trademark, except that it identifies and distinguishes the source of a service (offered in commerce) rather than a product. For example, the service mark “MARTINIZE[®]” is a unique brand name that distinguishes itself from other brands in the general class of a service known as “dry cleaning.”

The terms "trademark" or "mark" are common and acceptable umbrella terms when referring to both trademarks and service marks simultaneously.

Anyone can claim a trademark without government registration by consistently using proper trademark designation. However, just because one claims trademark rights, does not necessarily mean ownership of those rights. Many other factors are taken into consideration when involving trademark law such as first use, consistent use, and diluted use, to name a few. To provide a extra layer of protection, trademarks are usually registered with the U.S. Patent and Trademark Office if a U.S. registered trademark is needed, or in another country (countries), if an international registered trademark is needed.

When a trademark is applied for registration, the governmental body researches the requested trademark to verify that it is not already registered, or that it does not resemble another registered trademark so closely that it is considered to be infringement. For example, “KOKA-KOLA” would not be permitted, because it too closely resembles “COCA-COLA[®].”

Trademarks are identified by immediately following it with a special accompanying symbol that is small and superscripted to the right upper shoulder of the trademark: “TM” for an unregistered or pending trademark or service mark. “SM” for an unregistered or pending service mark. Circle R (“®”) for registered trademarks or service marks.

Trademarks must always be used properly in order to be protected under trademark law. If not, the trademark could become generic as part of the public domain, and the trademark status would be lost. The former trademark "Aspirin," a product of Bayer Corp., is a good example of a trademark that became generic through improper use. Over time, the word "aspirin" was consistently used without the proper descriptor or generic term "pain reliever" following it. The word "aspirin" itself, then became a generic term for "pain reliever" and, therefore was no longer protected under U.S. trademark law.

List of National Longhouse Trademarks & Recommended Descriptors

NATIONAL LONGHOUSE TRADEMARKS

(Brand Names)

RECOMMENDED DESCRIPTORS

(Generic Term for Service or Product)

Registered Service Marks

NATIVE SONS AND DAUGHTERS PROGRAMS®
NATIVE DADS AND SONS®
NATIVE MOMS AND SONS®
NATIVE MOMS AND DAUGHTERS®

Common Law Service Marks

NATIVE DADS AND DAUGHTERSSM
NATIVE SONS AND DAUGHTERSSM
NS&D PATHFINDERSSM

For Use in Body of Text

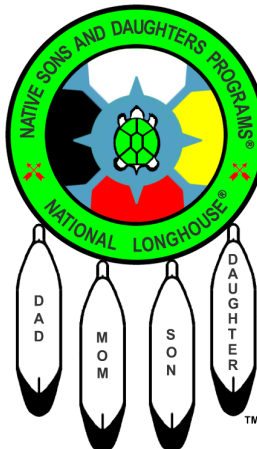
(lower case only)

program
programs
family program
family programs
activity
activities
family activity
family activities

Registered Marks



Common Law Marks



National Longhouse Trademark Guidelines

Unauthorized Use:

You may not use, incorporate, include, register, any trademarks of National Longhouse, Ltd. including National-Longhouse-owned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, service name, or domain name unless specifically noted in these guidelines.

Authorized Use:

You may use trademarks of National Longhouse, Ltd. to accurately identify or describe its products, services, and programs, such as on packaging, promotional, and advertising materials, provided you adhere to these guidelines. Any trademark service mark, trade name, or trade dress of National Longhouse, Ltd. is, and will always be deemed a valuable asset. In following these guidelines, you help protect the valuable trademark rights of National Longhouse and strengthen our corporate and brand identities. By using a National Longhouse trademark you are acknowledging that National Longhouse, Ltd. is the sole owner of the trademark and promising that you will not interfere with National Longhouse's rights in the trademark, including challenging National Longhouse's use, registration of, or application to register such trademark, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any National Longhouse trademark. The goodwill derived from using any part of a National Longhouse trademark exclusively inures to the benefit of and belongs to National Longhouse, Ltd. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted hereunder, by implication or otherwise.

Punctuation, Capitalization, and Grammatical Use:

- You must spell, capitalize, and symbolize National Longhouse trademarks exactly as they are shown in the “List of National Longhouse Trademarks and Recommended Descriptors.”
- You must always use National Longhouse’s trademarks as an adjective. Never as a noun or verb.

When any National Longhouse mark is used in the body of text, the must modify and be followed by an appropriate descriptor(s). An appropriate noun must be a generic term or name of a product or service and appear after the trademark the first time it appears in a printed piece, and as often as is reasonable after that. A list of appropriate descriptors for services of the National Longhouse is provided on page 2 of this document.

- You may not use National Longhouse’s trademarks in the plural or possessive form.

Correct: This is the largest group of the NATIVE MOMS AND SONS[®] program.

Incorrect: This is the largest NATIVE MOMS AND SONS[®]’s group.

- You may not use inappropriate (non-related) descriptors.
Since the trademark is a specific type or brand of product or service, the descriptor noun must always be the generic term or name for that product or service. It may not be a term or name for an unrelated product, service, item, thing, etc.

Correct: Here is a NATIVE DADS AND SONS[®] program member.

Incorrect: Here is a NATIVE DADS AND SONS[®] member.

Correct: We rode the NATIVE DADS AND DAUGHTERSSM program bus.

Incorrect: We rode the NATIVE DADS AND DAUGHTERSSM bus.

- You must use lowercase letters for the descriptors except for initial capitals.

Correct: NATIVE SONS AND DAUGHTERS PROGRAMS[®] activities

Incorrect: NATIVE SONS AND DAUGHTERS PROGRAMS[®] ACTIVITIES

Correct: NATIVE DADS AND SONS[®] Programs

Incorrect: NATIVE DADS AND SONS[®] PROGRAMS

- You may not use National Longhouse's trademarks as a slang term, or pun.

Correct: We were in the NATIONAL LONGHOUSE[®] program all weekend.

Incorrect: We were National Longhousing all weekend.

No Variations, Takeoffs or Abbreviations:

- You may not varyate, alter, shorten, hyphenate, add letters or numbers to, takeoff of, abbreviate, nor use a phonetic equivalent or foreign language equivalent of, a National Longhouse trademark for any purpose.

Correct: I participated in a NATIONAL LONGHOUSE[®] program.

Incorrect: I participated in a NAT'L LONGHOUSE[®] program.

Correct: I love the NATIVE SONS AND DAUGHTERS PROGRAMS[®] activities.

Incorrect: I love the NATIVE SONS AND DAUGHTERS[®] programs.

Correct: We are active NATIONAL LONGHOUSE[®] program members.

Incorrect: We are active National Longhousers.

- You may not make up names that contain National Longhouse trademarks.

Correct: Welcome to this co-ed NATIONAL LONGHOUSE[®] program.

Incorrect: Welcome to the CO-ED NATIONAL LONGHOUSE[®] program.

No Disparaging Manner:

Your use of a National Longhouse trademark may not be obscene or pornographic, and may not be disparaging, defamatory, or libelous to National Longhouse, any of its products, any of its affiliates, or any other person or entity.

No Similarities:

Your product, service, or company names may not be confusingly similar to any trademarks, advertising, product packaging, or trade dress of National Longhouse.

No Endorsement or Sponsorship:

Your use may not directly or indirectly imply or express sponsorship, endorsement, affiliation, certification, support, approval, or legal association of your product, service, or company with National Longhouse, and its company name, service or product names, logos, icons, or images of National Longhouse products or services without the express written consent of National Longhouse, Ltd.

Prominence:

- Reference to a National Longhouse trademark may not be the most prominent visual element on your product or service.
Your company name and/or logo, product or service name, and graphics must be displayed significantly larger than the reference to any National Longhouse trademark so that the source of your product is clear and maintains a visual distinction from the National Longhouse trademark.
- If your use includes references to a National Longhouse service or product, the full name of the service or product must be referenced at the first and most prominent mention.

Proper Trademark Attribution — Symbols and Legends:

Mere inclusion of trademark symbols and legends does not entitle you to use National Longhouse's trademark. However, assuming you are permitted to use our trademarks, you must always attribute ownership of National Longhouse's trademarks or service marks in both of these following ways:

- You Must Use the Appropriate Trademark Symbol
The word "trademark" is often used as an umbrella term to refer to a trademark, service mark, registered trademark, or registered service mark. However, trademark symbols are more restrictive in use:

TM	Use the "TM" symbol with a trademark for a product (<i>book, patch, logo etc.</i>) or as a generic replacement for SM.
SM	Use only the "SM" symbol with a service mark for a service (<i>parent/child program. etc.</i>).
®	Use the "®" symbol with a registered trademark or registered service mark (" <i>registered</i> " indicates an approved registration by the U.S. Patent and Trademark Office).

- ✓ You must use the appropriate trademark symbol (TM, SM, or ®) after the National Longhouse trademark. (*refer to the List of National Longhouse Trademarks*).

Correct: NATIVE DADS AND SONS[®] program

Incorrect: NATIVE DADS AND SONS[©] program

Correct: NATIVE DADS AND DAUGHTERSSM program

Correct: NATIVE DADS AND DAUGHTERSTM program

Incorrect: NATIVE DADS AND DAUGHTERS[®] program

- ✓ You must use an appropriate symbol in each prominent use of the trademark on products, product labels, and packaging.
- ✓ In every other context (*in headlines, banners, signs, etc.*), you must use an appropriate symbol in both the first prominent use of the trademark and in at least the first use in the text of body copy.
- ✓ You must always use the appropriate symbol incorporated into any of National Longhouse's logos. Refer to page 2 of this document for a listing of the proper symbol for each mark.

- Special Problems with Use of Trademark Symbols in Websites

Website text can create special problems in trying to include trademark symbols with the trademark name. In most instances, website editing software such as Microsoft's Publisher or FrontPage, will allow the use of special characters. However, some symbols such as the "SM" service mark symbol may not be available or the website editing software will not allow the use of special characters, in which case either way, the trademark symbols will have to be created:

- ✓ If the website editing software allows . . . type in the "®", capital "SM" or "TM". Then format its font's position from normal to the superscript position (it will then look like this — [®], TM, or SM).
- ✓ If the website editing software does not allow the above step . . . perform in a word processing program such as Word or WordPerfect. Then "copy & paste" into the website editing software.
- ✓ If the website editing software does not allow the "copy & paste" from above or the webpage is being scripted by hand without the use of a website editing software, then special "HTML tags" will have to be scripted into the source code of the webpage:

For example, if you wanted to add a trademark symbol to your webpage which read like this: Welcome to the NATIONAL LONGHOUSE programs!

- 1.) Open the webpage file with a text editor such as “Notepad.”
- 2.) Read through the source code and locate the trademark name (in this example it is “NATIONAL LONGHOUSE”):

`<p>Welcome to the NATIONAL LONGHOUSE programs!</p>`

- 3.) Add one of the following symbols immediately after the trademark name (no space):

For the registered trademark symbol “®” use:
`^{®}`

For the trademark symbol “TM” use
`TM`

For the service mark symbol “SM” use
`SM`

- 4.) Using the above example with the registered trademark symbol, the source code would now read like this:

`<p>Welcome to the NATIONAL LONGHOUSE^{®} programs!</p>`

- 5.) Save the file from “Notepad” using “FILE” then “SAVE AS” back to the original file name with the file extension (“html” or “htm”).
- 6.) The example webpage should now look like this in the web browser:

Welcome to the NATIONAL LONGHOUSE® programs!

- You Must Include National Longhouse’s Trademark Legend

Unless you have an agreement with National Longhouse, Ltd. that indicates otherwise, your use of a National Longhouse trademark must include the following trademark legend, in legible type and in a location typically used for copyright and other legal notices for your product, product documentation, or other product communication such as at the end of a document, on the back of a package, on the front cover of documentation, or on the bottom of a web page:

NATIONAL LONGHOUSE, NATIVE SONS AND DAUGHTERS PROGRAMS, NATIVE DADS AND SONS, NATIVE MOMS AND SONS, NATIVE MOMS AND DAUGHTERS are registered service marks of National Longhouse, Ltd. NATIVE DADS AND DAUGHTERS, NATIVE SONS AND DAUGHTERS, NS&D PATHFINDERS, are service marks of National Longhouse, Ltd.

*[Add your company’s copyright declaration here -
Example: Copyright©2006, XYZ Longhouse, Inc., All Rights Reserved.]*

[When third-party names are mentioned, always add the following generic umbrella statement here:
[All other company and product names may be trademarks of their respective companies.]

- Exception — When Distributing Outside of the United States

- ✓ Do not use trademark symbols on products, product documentation, or other product communications that will be distributed outside the United States.
- ✓ You must use the following international trademark legend on products, product documentation, or other product communications that will be distributed outside the United States:

NATIONAL LONGHOUSE, NATIVE SONS AND DAUGHTERS PROGRAMS, NATIVE DADS AND SONS, NATIVE MOMS AND SONS, NATIVE MOMS AND DAUGHTERS are trademarks of National Longhouse, Ltd., registered in the U.S. NATIVE DADS AND DAUGHTERS, NATIVE SONS AND DAUGHTERS, NS&D PATHFINDERS, are service marks of National Longhouse, Ltd.

Differentiate Our Trademark (brand name) from Our Company Trade Name:

You must always differentiate between the two ways the term “National Longhouse” can be used: 1.] as a trademark (brand name) to identify one or all of our services (*programs*). 2.] as a trade name to identify the actual company (*National Longhouse, Ltd.*).

- “National Longhouse” as a Trademark (brand name)

You must **always use** the circle R (®) trademark symbol when using “National Longhouse” as a trademark. In almost all instances it will be used with the descriptor noun “program” or “programs” to describe one or all of our services.

Correct: This is my favorite NATIONAL LONGHOUSE® program.

Correct: These are my favorite NATIONAL LONGHOUSE® family programs.

Incorrect: This is my favorite National Longhouse program.

- “National Longhouse” as a Company Trade Name (corporate name)

You must **never use** a trademark symbol when using “National Longhouse” as a company trade name in describing the corporation National Longhouse, Ltd. In almost all instances it will lack the descriptor noun “program” or “programs.” However, please note the exception below when “National Longhouse” is used as the corporate noun in the possessive case.

Correct: These are the trustees for National Longhouse.

Correct: This is a meeting for National Longhouse officers.

Correct: This is National Longhouse’s program of the year.

Incorrect: This is a meeting for the National Longhouse programs officers.

Incorrect: I belong to NATIONAL LONGHOUSE[®], Ltd.
Incorrect: I belong to the National Longhouse[®] corporation.

Logos, Symbols, Icons, Trade Dress:

Unless you are licensed by National Longhouse under a specific trademark licensing program or agreement, do not use or imitate National Longhouse's logos, logotypes, symbols, icons, trade dress, or other elements of National Longhouse product packaging and web sites in any of your materials, including but not limited to advertising, product packaging, web sites, and promotional materials, or for any other purpose.

You must always reproduce National Longhouse logos or any other National-Longhouse-owned graphic symbol or icon from an electronic template or a logo stat sheet, which dictates the placement of the trademark symbol.

Merchandise Items:

You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing any National Longhouse trademark, including symbols, logos, or icons, except pursuant to an express written trademark license from National Longhouse, Ltd.

Slogans and Taglines:

You may not use or imitate a National Longhouse slogan or tagline.

Photographs:

You must obtaining express written permission from National Longhouse, Ltd. before using an actual photograph and not an artist's rendering of a genuine National Longhouse product or service being performed, or any photograph owned or licensed by National Longhouse, Ltd.

* * *