

Policy on Use of SVS Name and Logo

The SVS logo is a registered trademark, and, as such, is used only on official materials produced by the Society itself. The SVS Executive Committee may make exceptions to this policy, such as the following:

1. Co-branding

The SVS logo may be used on a product or program produced by an organization or company other than SVS when:

- ✓ The product or program is within the mission and scope of SVS, as determined by SVS at its sole discretion.
- ✓ The product, while not developed by SVS, has been reviewed by SVS for its quality and suitability.
- ✓ A written agreement is developed specifying the parameters and duration of the co-branding relationship, in a form acceptable to SVS in its sole discretion.
- ✓ All uses of the SVS name and logo will be subject to prior review and approval by SVS.
- ✓ The agreement will specify that SVS has the right to terminate any use of the SVS name or logo at any time and for any reason, upon reasonable prior written notice.

Examples of co-branding

- *The Society for Vascular Ultrasound has produced educational materials to prepare physicians for the RPVI examinations. SVS has reviewed the materials and allows the SVS logo to appear on the product.*
- *SVS participates in the AAAnswers public education campaign. SVS has reviewed the materials and allows the SVS logo to appear in patient education materials along with the logos of other supporting organizations.*

2. Joint ventures

SVS may wish to enter into a joint business venture with another organization or company. The SVS logo may be used for joint products or programs when:

- ✓ The product or program is within the mission and scope of SVS, as determined by SVS at its sole discretion.
- ✓ The joint venture complies with the *SVS Joint Venture Policy*, approved June 2010, which specifies the safeguards to ensure protection of the Society's tax exempt status.
- ✓ SVS plays a substantial role in the development and oversight of the joint product or program.
- ✓ A written agreement is developed specifying the parameters of the joint venture and the duration of the agreement, in a form acceptable to SVS in its sole discretion.
- ✓ All uses of the SVS name and logo will be subject to prior review and approval by SVS.
- ✓ The agreement will specify that SVS has the right to terminate any use of the SVS name or logo at any time and for any reason, upon reasonable prior written notice.

Examples of joint ventures

- *SVS collaborated with Elsevier Publishing to produce the Rutherford Textbook; the SVS logo appears on the book. SVS chose the editors for the book, thereby substantially participating in the development and oversight of the product.*
- *SVS is planning to acquire the Patient Safety Organization from M2S. SVS will own the PSO and contract with M2S for data management services; SVS and M2S will jointly market the product.*

3. Endorsement

SVS will not engage in product endorsements and will prohibit use of the SVS name or logo by any company or organization to imply Society endorsement of its products or services, as specified in the *Guidelines for Industry Support of SVS*, adopted June 2010.

Approved by SVS Executive Committee, August 2010