NASS LOGO TRADEMARK POLICY AND MEMBER USAGE GUIDELINES

The NASS Logo is a trademark of the North American Spine Society (NASS). NASS must ensure that its reputation as a leader in the spine care field is not tarnished by the misuse of this trademark. In order to achieve this goal, members may use the NASS Logo, provided that such use is limited to what is detailed in this Policy.

1. NASS Logo Defined. NASS owns and has federally registered its logo which consists of four elements: the acronym NASS, a spine symbol, trademark registration symbol and the words “Advancing Global Spine Care” (“NASS Logo”), as shown below:

![NASS Logo](image)

2. NASS Logo Use by Members.

2.1. Use by Members Only. NASS members in good standing are authorized to use the NASS Logo to promote their standing as a NASS member. If at any time, an individual’s membership becomes temporarily or permanently inactive, suspended or terminated, the individual must immediately cease use of the NASS Logo.

2.2. Purpose for which a Member May Use NASS’ Logo. The NASS Logo shall be used solely to denote the individual’s membership with NASS; it shall not be used to imply that NASS endorses the member or his/her practice, for any of the prohibited purposes outlined in Section 3.8 of this Policy, or for any other purpose not specifically authorized in this Policy.

2.3. Placement of the NASS Logo. The NASS Logo may be used on stationery, websites or other promotional material for the limited purpose of promoting that the individual is a member of NASS. Such use of the NASS Logo must be accompanied by text indicating that the individual is a NASS member.

2.4. Use by Non-Member Affiliated Individuals and Organizations Prohibited. In the event that a member is affiliated with a company or organization, it must be made clear that the member, not the company, organization or any other affiliated individual(s), is a member of NASS. Any document(s), website(s) or promotional material that displays the NASS Logo must make clear which individual(s) are members of NASS.

Example: ABC Spine Clinic has listed its various providers, Drs. Green, Scarlett and Grey, on its website. However, only Dr. Green is a NASS member. Therefore, the NASS Logo must be used only in conjunction with Dr. Green; Drs. Scarlett and Grey (or the practice in general) would not be allowed to use the NASS Logo in conjunction with their names. Under this situation, it must be made clear that only Dr. Green is a member of NASS.

3.1. Revocation at Any Time. Use of the NASS Logo pursuant to this Policy is provided by the NASS Board of Directors; this Policy and all rights to use the NASS Logo may be revoked by the Board of Directors at any time. The NASS Logo shall remain at all times the sole and exclusive intellectual property of the North American Spine Society.

3.2. Agreement. Use of the NASS Logo shall constitute consideration for, agreement to, and acceptance of all terms and conditions of this Policy.

3.3. Approval. Use of the NASS Logo for purposes other than that outlined in Section 2.2 must be approved by the NASS Board of Directors; unapproved use is strictly prohibited. NASS reserves the right to inspect and give final approval of all reproduction of the NASS Logo.

3.4. Logo Procurement. Members may obtain the NASS Logo through electronic download on the NASS website. If you, or your organization, would like to use the NASS Logo for uses beyond those detailed in Section 2 of this Policy, please contact the NASS headquarters for approval to do so by sending an email to info@spine.org. If approved, you will receive an e-mail with electronic copies of the NASS Logo in.jpg and .eps formats. Procurement and/or use of the NASS Logo in any other way is strictly prohibited.

3.5. Design Elements and Display. The NASS Logo may be displayed for proper purposes only as specified below.

3.5.a The NASS Logo is federally registered and consists of four elements: the acronym NASS, a spine symbol, trademark registration symbol and the words “Advancing Global Spine Care”. These elements must be used together and may not be separated or altered in any way.

3.5.b The NASS Logo must appear as shown above in Section 1; its designed shall not be altered or modified except as allowed in this Section 3.5.

3.5.c The NASS Logo shall be displayed at a size large enough that all four elements as described in 3.5.a are large enough to read.

3.5.d The NASS Logo shall be displayed only in the appropriate designated colors: PMS 287 (or equivalent), PMS 877 (or equivalent), black or white.

3.5.e The original size of the NASS Logo may be reduced or enlarged if necessary, provided that the original proportion between height and width (aspect ratio) is maintained.

3.5.f To maintain a clear identification, the NASS Logo should appear proportionally isolated from other graphic elements. The NASS Logo should not be reproduced on a strongly patterned background that would diminish its authenticity. The NASS Logo must not be obscured by intersection lines, rules, shadows, screens or other graphic features.

3.6. Electronic Use. If the NASS Logo is posted electronically, it must be linked to www.spine.org or its subpages.
3.6.a Any link must transfer the viewer directly to the NASS website to enable viewing of the site as posted by NASS without the imposition of any frames, browser windows or third-party content.

3.6.b It is the responsibility of the user of the NASS Logo to maintain the link as an active link at all times or remove the NASS Logo from the website.

3.7. Changes. At its sole discretion, NASS may request that changes be made to the NASS Logo. The changes must be made within ten (10) business days of the written request.

3.8. Unauthorized Use. The NASS Logo shall not be used in the following ways:

3.8.a In such a way as to imply that NASS accepts responsibility for or endorses opinions of the user of the NASS Logo.

3.8.b In such a way as to confuse or mislead a recipient into thinking a document, website, social networking profile or other promotional tool is from NASS.

3.8.c In such a way that, at the sole discretion of the NASS Board of Directors, discredits NASS, tarnishes its reputation or goodwill, is false or misleading, violates the rights of others, or violates any law, regulation or other public policy.

3.8.d In whole or in part within the user’s logo or seal.

3.9. Approval of Permanent Fixtures. Given the potential cost of producing signage and other permanent fixtures, users that wish to include the NASS Logo on such structures must submit a draft of the design to the NASS headquarters for approval.

3.10. Violation. If it is found that any individual or organization is using the NASS Logo, or any other version or likeness of this logo, in any way other than as stated in this Policy, that user is in violation of trademark law. Unauthorized use of the NASS Logo may subject the user to legal action to the fullest extent permitted by law.

3.11. Exceptions. Any request for NASS Logo use varying from the above guidelines must be approved in writing by NASS.