

## **Bucking Horse & Rider Organizational Use Agreement Application**



The Bucking Horse & Rider (“BH&R”) trademark is a symbol of Wyoming and the mark is owned by the State of Wyoming. As part of its obligations as a trademark owner and to protect the rights in the BH&R mark, the State maintains a licensing program to authorize approved uses of the mark. This licensing program is managed by the University of Wyoming’s Trademark Licensing Office (“TLO”).

The BH&R trademark licensing program has several components: Organizational Use Agreement, Product Licensing, and the Wyoming First program. However, the information and application contained in this packet is intended for a Wyoming organization, business, or political subdivision (an “organization”) that wishes to use the BH&R mark in advertising, marketing or promotion of their organization by use of the BH&R mark in signage, on a website, letterhead, or similar uses. For qualifying organizations, a limited, non-exclusive right to use the BH&R mark may be granted at no charge. These agreements are for two year periods with the option to renew.

Approval to use the BH&R mark under the Organizational Use Agreement is granted to further the interests of the State of Wyoming through the promotion of Wyoming business, tourism and products and services originating in Wyoming. If your intended use of the BH&R mark does not meet the parameters identified in this packet, please feel free to contact the TLO.

### **Getting Started**

1. Submit a completed application to the TLO.
2. If the application is approved, the TLO will provide your organization with a BH&R Organizational Use Agreement for review and signature. *Disapproved applicants will be notified in writing.*
3. Once an executed agreement is on file with the TLO, electronic files of the BH&R mark will be made available to your organization.
4. Organization must then submit for approval artwork showing its intended use of BH&R mark.

The purpose of this application is to obtain detailed information about your organization, its desired use of the BH&R mark, and to determine if your organization is eligible for use of the BH&R mark. It is important that you provide thorough and accurate information. Note that this document is an application only and does not authorize the applicant to use the BH&R mark.

**General Requirements for BH&R Organizational Use Agreement:**

- Use of the BH&R mark under a BH&R Organizational Use Agreement is limited to use by organizations that have a physical presence in the state of Wyoming and conduct business in, or provide services that originate in, Wyoming.
- The BH&R mark may only be used in the advertising of organization's business conducted in the state of Wyoming and for services originating in the state of Wyoming.

**Graphic Requirements:**

- The manner and style in which the BH&R mark is used by an organization shall be consistent and approved by the TLO prior to use.
- A high resolution graphic file of the BH&R mark will be made available by the TLO for use by approved users in the development of letterhead, signage, etc.

**Permitted Uses of the BH&R Mark:**

- Each organization is unique and its desired use of the BH&R mark can vary from integration in its logo and corresponding office materials to a myriad of other items that are used during its normal operations. Those items where the BH&R mark is most commonly used and approved include: signage, letterhead, vehicle decals, websites, advertising and newsletters.

**Advertising/ Promotional Products:**

- All uses of the BH&R mark are subject to approval by the TLO.
- The BH&R mark may not be used on or in connection with any goods that are intended to be sold, offered for sale, sold or otherwise distributed in any type of commerce in exchange for any form of consideration. Such use would require a separate Licensing Agreement.
- If use of the BH&R mark on apparel, headwear, drinkware and other items that are reasonably known to involve screenprinting or embroidery, or similar application methods, is approved by the TLO pursuant to a BH&R Organizational Use Agreement, such items obtained by the organization must be acquired from an authorized product licensee and subject to applicable royalties.
- Use of the BH&R mark on debit and/or credit cards may require a separate licensing agreement and applicants are encouraged to contact the TLO directly to discuss this issue.

**Non Permitted Uses of the BHR Mark:**

- The BH&R mark may not be used in a manner that the State or University of Wyoming believes, in its sole discretion, disparages any of its components or agencies, or the citizens of Wyoming.
- The BH&R mark may not be used in a manner that creates confusion with any service provided by the State and/or the University of Wyoming.
- The BH&R mark may not be used to imply association, partnership or endorsement of a product or service by the State and/or University of Wyoming.
- The BH&R mark may not be used by colleges or post-secondary educational/academic institutions (for profit or state funded) other than the University of Wyoming.
- The BH&R mark may not be included in any State or Federal trademark or service mark application or registration by the organization.

*Always refer to the actual BH&R Organizational Use Agreement for obligations, requirements, etc.*

### Bucking Horse & Rider Organizational Use Agreement Application

**ORGANIZATION INFORMATION:**

|   |  |
|---|--|
| <b>Legal Organization Name:</b>   |  |
| <b>DBA's or Alternative Names For Your Organization:</b>                                    |  |
| <b>Physical Address of Main Office:</b>   |  |
| <b>Mailing Address (if different):</b>  |  |
| <b>City, State, Zip</b>   |  |
| <b>Main Phone:</b>  |  |
| <b>Fax Number:</b>  |  |
| <b>Please enter the address of any online presence (i.e. website, Facebook, Etsy, etc.)</b> |  |
| <b>List All Locations in Wyoming:</b>   |  |
| <b>Year of Organization Formation:</b>  |  |

| Company Contacts   | Name/Title | Email Address | Phone Number |
|--------------------|------------|---------------|--------------|
| Primary Contact:   |            |               |              |
| Secondary Contact: |            |               |              |

Please describe the nature, purpose or character of your organization including those products and services that originate in Wyoming. If available, please provide existing brochures/materials that will assist in determining the nature of your business.

Has the nature, purpose or character of your organization recently changed? If so, please explain.

Please describe how your organization desires to use the BH&R mark in advertising its business conducted in the state of Wyoming or for services that originate in the state of Wyoming. This description should also include a complete list of those items you seek approval to place the BH&R mark onto (i.e. business cards, letterhead, envelopes, website, signage, vehicle decals, etc.).

If your organization has multiple locations within the state of Wyoming where the BH&R mark is intended to be used (e.g., Casper, Sheridan, Evanston, etc.), please list the respective addresses and how the BH&R mark will be used at each of these respective locations.

| City | Address | BH&R intended use |
|------|---------|-------------------|
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|      |         |                   |

I have read and understand this application and hereby state that to the best of my knowledge all information provided is accurate and complete. I also grant the TLO permission to verify the information on the organization submitting this application. I am aware that this information may be used to evaluate this application.

Name: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

*If you use an internet email service such as Yahoo, Hotmail or Gmail, you are recommended to save this form and then manually attach it to an email addressed to [BJordan1@uwyo.edu](mailto:BJordan1@uwyo.edu). If you choose to click the submit button shown online, please follow-up within 3 business days if you have not received a response.*

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| <b>TLO Use Only:</b><br>App rec'd: _____ App approved: _____ App disapproved: _____ Activate _____ Agreement sent: _____ |
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