



# Pinto Horse Association of America, Inc. Trademark Use Policy Form

7330 NW 23rd Street • Bethany, OK 73008  
(405) 491-0111 • FAX (405) 787-0773 • [www.pinto.org](http://www.pinto.org)



Office Use Only

**Please read carefully. The full Trademark Use Policy can be found on the Charter web page at [www.pinto.org](http://www.pinto.org). The President of the Charter must sign this form and return with the Charter Renewal.**  
**This document outlines the policy of the Pinto Horse Association of America, Inc.**

("PtHA") regarding the use of its trademarks. Any use of any PtHA trademark must be in accordance with this policy.

The Pinto 4 Horse head logo graphic (without respect to color) is a registered trademark of the Pinto Horse Association of America, Inc.

"PtHA" is a registered trademark of the Pinto Horse Association of America, Inc.

"Pinto Horse" is a registered trademark of the Pinto Horse Association of America, Inc.

"Pinto Horse Association" is a registered trademark of the Pinto Horse Association of America, Inc.

"Pinto Horse Association of America" is a registered trademark of the Pinto Horse Association of America, Inc.

"ePinto" is a registered trademark of the Pinto Horse Association of America, Inc.

"Color Breed Congress" is a registered trademark of the Pinto Horse Association of America, Inc.

"Pinto World Championship" is a pending trademark of the Pinto Horse Association of America, Inc.

All trademarks must be used according to certain legal requirements. If these requirements are not met, the trademark may be endangered or lost. One of these requirements is for the trademark owner (in this case, the PtHA) to maintain standards for using its trademarks, and to enforce acceptable use of the trademarks by taking action against parties that violate those standards.

Trademark law is mainly a way to protect the public, rather than the trademark holder. This means that uses of trademarks that confuse consumers are not permitted under law. As the owner of the trademark, we must be sure the mark is used properly, so the community is not confused. That is what we mean when we say that an unpoliced trademark may be endangered or lost. When the trademark no longer represents a certain level of quality to the community, or no longer indicates that we are the source of the products that bear the trademark, the trademark loses its value.

Underlying PtHA's trademark policy is a set of guidelines for what is -- and is not -- acceptable use of PtHA's trademarks, specifically the word marks and logo identified above, and variations of those marks. This policy describes the uses generally approved by PtHA for its trademarks. However, if you violate this policy, or otherwise take actions that may compromise the goodwill or trademarks of PtHA, or expose PtHA to liability, PtHA may require you to cease all use of any PtHA trademark, regardless of the uses allowed in this policy.

☐ I agree to abide by the Trademark Use Policy that is outlined above and set by the Pinto Horse Association of America, Inc.

Charter Club Name: \_\_\_\_\_

Charter President Name: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_