

SECTION 8

Marketing and Intellectual Property

Logos and phrases reserved to by USPSA are shown below and may not be used without permission.

- United States Practical Shooting Association
- USPSA
- National Range Officer Institute
- NROI
- Front Sight magazine



USPSA Logo Policy

The following are examples of requests for use of reserved marks and the circumstances under which permission may be granted. This is not intended to be a complete list. Where this policy is silent, permission and royalty fees are left to the judgment of the Executive Director.

Sponsors

The board of directors approves use of the USPSA logo for Nationals sponsors as defined in the current sponsor policy. (Note: The sponsor policy is reviewed and revised annually. Check current policy for sponsors authorized to use the USPSA logo.) Sponsor use of the logo is restricted to display ads, advertising brochures, appropriate clothing, and on small promotional products. Such permission is granted only for the calendar year in which the sponsor meets the requirements of the current sponsor policy for logo use. Logo display on larger items, including firearms, requires specific approval by the USPSA board.

Commercial Use

All other requests to use the logo for commercial purposes must be submitted in writing. Authorized commercial use of the logo may incur a royalty fee as may be determined to be appropriate by the Executive Director. ED decisions regarding permission or fees may be appealed to the USPSA Board of Directors, which may, at their discretion, choose to review, confirm, or reverse the decision.

Application for commercial use of the USPSA logo should be in the form of a business letter addressed to the Executive Director at the headquarters office and should include:

- ✓ Company name
- ✓ Company contact information including individual name, company address, telephone and fax numbers, and email address

- ✓ Complete description of the product
- ✓ Proposed logo placement including size

A sample or drawing of the product must accompany the letter.

Affiliated Club Use

Clubs affiliated with USPSA may use the logo on clothing, printed materials promoting their club or practical shooting, banners, and other promotional material without charge as long as they:

- Are currently affiliated with USPSA
- Do not do sell club shirts bearing the USPSA logo except to club members or match attendees
- Do not sell match shirts bearing the logo except to the competitors of the match or series of matches for which the shirts were produced

Team Use

Shooting teams other than designated USPSA teams competing in international competition occasionally request permission to display a USPSA logo on items of clothing or other souvenir items. Team members who are also USPSA members may be authorized by the executive director to use the logo. Teams must submit a written request describing the event or events where the shirts will be worn. Permission will not be granted if, in the opinion of the Executive Director, the team name or description, or other text or graphics on the uniforms are in poor taste or might otherwise be detrimental to the USPSA image. No royalty payment is assessed for this use. This policy may not be construed to permit production of shirts for sale bearing the USPSA logo without meeting the requirements of the commercial use policy except in the case of Nationals Stage Sponsors as described above.

2ND Party Marketing Mailings To Members

From time to time USPSA is asked to mail marketing material to members. Under no circumstances will the USPSA mailing list be released. However, the USPSA office may mail the material as a service if, in the judgment of the Executive Director, the material is likely to be of interest to practical shooters, and the company requesting the mailing covers all costs, including USPSA staff time.

The company must send a sample of what they want mailed. If the material is judged appropriate for mailing to USPSA members, the party requesting the mailing will be notified of all costs including postage, handling fees and staff time calculated at an hourly rate to be established by the Executive Director. Prepayment of costs is required and the work will be done at the convenience of the USPSA staff.

Target Licensing Policy

The International Practical Shooting Confederation (IPSC) and USPSA reserve rights to the metric and classic cardboard targets authorized for use in USPSA events. All targets used in USPSA events must be licensed and must adhere in all respects to the specifications shown in the current USPSA/IPSC rule book. Events using unlicensed targets may not be considered USPSA matches.

USPSA licenses vendors, not manufacturers, as manufacturers may produce targets for

more than one vendor. Applicants for target licenses must complete an application available from National Headquarters or on the USPSA web site.

Six targets compliant with all dimensional and stock specifications and including the display of the correct license number must accompany the license application. In addition, six targets from each vendor order, or production run, must be submitted to the USPSA office.

In the event that multiple applicants are vying for a license within the same state, the first applicant meeting all requirements for license will be given preference.

A license may be issued upon approval of the sample targets. All samples are checked for weight of stock, dimensions of scoring lines and border, and perforation depth. The license will bear the initials of the company issuing the target and numbers assigned by this office. This license number is required to be embossed on each target produced by that company.

The Executive Director shall determine the target royalty, which is currently .03 cents per target at the time of this policy revision (October 2004).

USPSA will generally avoid licensing more than one target vendor per state. Vendors must generate at least \$250 in annual royalty revenue to USPSA to assure their state monopoly.

Target Construction

Targets must be constructed of 200 lb hard surfaced corrugated cardboard (other stock may be approved on a case-by-case basis).

The flutes must be vertical with the head of the target.

The outer D zone scoring line (non-scoring border) must show through to the back of the target, but no other scoring lines (perforations) may show through to the back of the target.

White backed targets are mandatory.

The line separating the 'C' and 'B' zones should be perforated so that it does not appreciably weaken the neck of the target and cause the upper panel to droop. That can usually be achieved by using fewer "perf" cuts on that line than in the other areas of the target.

Scoring borders must be perforated. Only practice targets may be printed.

Target scoring lines should not be readily visible at 10 yards.

Target scoring lines must conform to the dimensions as provided on the sketch sent with the application from this office.