

## Desert Challenge Inc. Logo Policy



The Desert Challenge Inc. logo above may be used on Websites and in printed materials without specific written permission under the following conditions:

1. You acknowledge the superior rights of Desert Challenge Incorporated for the Desert Challenge name and logo and agree not to register or seek to register any trademark including the name or logo in any country. You further agree that you will not acquire rights in any conditional use logo or sticker.
2. There is no confusion created between your use and the Desert Challenge name and logo and no implication that the content of the surrounding materials is endorsed by Desert Challenge Incorporated.
3. The use is not detrimental, e.g., harmful or damaging, to the value of any of the Desert Challenge marks, or to Desert Challenge Incorporated, its brand integrity, reputation or goodwill, such as use in connection with products, services or other content that:
  - (a) is vulgar, obscene, or pornographic,
  - (b) includes statements concerning Desert Challenge Project that are libelous, slanderous or otherwise defamatory,
  - (c) would be considered a criminal offense or would encourage conduct that would be considered a criminal offense or
  - (d) would create any civil liability.
4. The logo is not modified in any way, except that an increase or decrease in size is permitted as long as the proportions remain the same.
5. This limited license does not include the right to use any conditional use logo, sticker or any other trademark of Desert Challenge Incorporated or its sponsors as a trademark to promote your own products or services. For example, no conditional use logo may be used on any product packaging or documentation, CD-ROM or diskette labels.
6. USE OF ANY CONDITIONAL USE LOGO OR STICKER IS AT YOUR OWN RISK. THE USES PERMITTED BY DESERT CHALLENGE INCORPORATED ARE PROVIDED "AS IS," WITHOUT ANY WARRANTIES WHATSOEVER, INCLUDING (WITHOUT LIMITATION) ANY WARRANTY OF NON-INFRINGEMENT.
7. You agree to indemnify Desert Challenge Incorporated against any legal or other costs created by your use of the sticker or logo.

All uses of conditional use logos or stickers also must be in full compliance with the trademark, licensing and related policies as published by Desert Challenge Incorporated (and which may be changed from time to time). These policies and the conditions listed above may be changed from time to time without notice. Any changes will be available on the [desertchallenge.org](http://desertchallenge.org) website. By using the conditional use logos or stickers, you agree to the terms contained herein.

Desert Challenge Incorporated may withdraw the permission granted to you at any time. If we withdraw our permission, you must immediately cease using all conditional use logos or stickers.

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## Use by registered entities

Registered entities may use the logo in print (including but not limited to advertising, business cards, proposals or brochures) or on Websites, subject to the following additional conditions:

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1. You must first gain permission from Desert Challenge Incorporated by telling us in writing at [admin@desertchallenge.org](mailto:admin@desertchallenge.org).
2. Web use must always include a link directly to [desertchallenge.org](http://desertchallenge.org).
3. The following disclaimer is included on print or Web pages containing the image (not required for business cards if they also include your company logo or name)
4. *[Your business name] is not affiliated with or endorsed by the Desert Challenge Incorporated. The Desert Challenge logo is used under a limited license granted by Desert Challenge Incorporated.*
5. Violation of any of these policies or of the general conditional use policies results in the immediate withdrawal of permission to use these logos. You are responsible for self-policing on compliance with these terms. You are required to cease any use of these logos immediately upon notification by *Desert Challenge Incorporated*.