



IHRIM Policy on Use of IHRIM Name/Logo and Leadership Title

I. POLICY

IHRIM's name, logo, and other trademarks (collectively, "Trademarks") may be used only in connection with activities supporting the goals and purposes of IHRIM. To that end:

- IHRIM's Trademarks may not be used in connection with commercial products, services, or ventures without the prior written consent of IHRIM. This includes, but is not limited to, commercial services, products, and ventures provided by any third party organization to increase revenues.
- IHRIM's Trademarks may not be used in any manner that would imply sponsorship or endorsement by IHRIM, its Affiliates, Committees or other constituent organizations without the written consent or direction of the IHRIM President/CEO or his/her designee. For example, IHRIM membership does not entitle members or their organizations to use IHRIM's Trademarks in any marketing pieces, customer letters, or customer e-mails, or on a web site in a location where non-IHRIM products/services are promoted, or in any other medium.
- No member may use his or her IHRIM title or other volunteer designation (e.g., Vice Chairman, Director, Past Chairman, Committee Chair) in any non-IHRIM communication without the written consent or direction of the IHRIM President/CEO or his/her designee.
- Any member who currently is serving, or has served, in a position of Association or chapter/affinity group leadership in IHRIM should be careful to define when his or her statements represent personal opinion and when those statements represent an official IHRIM position.

II. PURPOSE and DEFINITIONS

IHRIM's Trademarks, as well as its copyrighted materials, are valuable property of IHRIM and are protected by applicable trademark and copyright laws. The purpose of this policy is to provide guidelines for the proper use of IHRIM's Trademarks in printed and electronic materials where the use of IHRIM's Trademarks or an individual's affiliation with IHRIM may be misconstrued as an endorsement or sponsorship of a commercial product or service, or of a non-IHRIM event. This policy is not designed to prohibit members from listing their affiliation on a resume or in a biographical sketch, as long as such use is not misleading or does not imply IHRIM's endorsement where none exists.

Under this policy, a "communication" includes an oral statement to, or written correspondence with, the media or the public or commercial/business contacts. Written correspondence involves correspondence disseminated in any format, including, without limitation, electronic transmission. A "communication" does not include a curriculum vitae or other biographical statement that only references position(s) held.

The term "name" means the formal name of the Association, "International Association for Human Resource Information Management," and any variation thereof intended to identify the Association; the initials of the



Association, however presented; and any symbol or graphic representation intended to convey the name of or to represent the Association.

III. PRACTICES/PROCEDURES

- All IHRIM Trademarks, icons and materials are subject to copyright and/or trademark protection. All individuals or entities, including members, desiring to use IHRIM's trademarks must submit a written request to IHRIM's headquarters, including a description of the intended use and, if required by IHRIM, a sample of the intended use. All requests for use must be approved by the IHRIM President/CEO or his/her designee prior to use. Organizations will be e-mailed a working copy of the requested logo(s) when permission is granted.
- The letterhead of IHRIM shall not be used by any person or organization other than elected or appointed officers and IHRIM staff except by special permission of the IHRIM President/CEO or his/her designee.
- IHRIM Affiliates and Committees must comply with the IHRIM Brand Manual.
- If a member is being interviewed or quoted in an IHRIM official capacity, he/she shall provide a copy of the quotation or article to IHRIM headquarters for review and approval prior to publication.
- Members and organizations not complying with this policy will be asked to remove any mention of IHRIM from their materials; failure to do so will be considered an infringement of IHRIM's trademarks. Upon learning of any violation of the above policy, the IHRIM President and CEO or his/her designee shall notify the individual or organization that they are in violation of the IHRIM policy and will ask them to refrain from further misuse of the IHRIM name or logo.
 - If misuse is by an IHRIM member, and the misuse continues after notification, the IHRIM Ethics Committee will take appropriate action.
 - If misuse is by a nonmember of the Association, and the misuse continues after notification, the Association will take appropriate legal action to protect its property, reputation and image.
- IHRIM shall be solely responsible for the interpretation and application of this policy. This policy is subject to revision at IHRIM's discretion.

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