



THE NINETY-NINES, INC.

STANDARD OPERATING PROCEDURES (SOP)

Trademarks

1. **Purpose**: To provide guidance in the proper usage of The 99s trademarked logos, word type, and mantra.
2. **Applicability**: International Board of Directors (IBOD), Trusts, Sections, Chapters, 99s Members, non-99s vendors, other entities wishing to use The 99s trademarked logos, word type, and/or mantra.
3. **Background**: The 99s has trademarked three (3) logos, one (1) word mark, and one (1) mantra. Official logos include the classic Compass Rose, the stacked interlocking 9s, and the stacked offset interlocking 9s with airplane. These logos are illustrated in the *Logo Usage Guide* and image files are available on The 99s website. The Ninety-Nines, Inc.® is a registered trademark (word mark). “*Inspiring Women Pilots Since 1929*” is the mantra of The 99s. The Trademark Committee reviews applications to use these trademarked insignia and oversees that their integrity is maintained when reproduced by others.
4. **Membership**: The Chair of the Trademark Committee is selected by the President and approved by the IBOD. She generally serves for a two-year term and may be reappointed. The Chair will select at least two committee members and should ensure that a diverse committee is formed from across different Sections.
5. **Responsibility**: The Trademark Chair is responsible for review and updates to this document. The Trademark Chair will monitor the dates for renewing The 99s trademarks and ensure that the trademarks are renewed at appropriate times.
6. **References**: The following documents may be found on The 99s website – Members Area, Library.
 - 6.1. Standing Rules – SR XI Trademarks
 - 6.2. Logo Usage Guide
 - 6.3. Image files – classic compass rose; stacked interlocking 9s; stacked offset interlocking 9s with airplane (file types include AI, EPS, JPG, and/or TIF)
 - 6.4. Request for Trademark Use and Hold Harmless Agreement (logo use application)

7. **Policy Content:**

- 7.1. Sections and Chapters are authorized to use these logos on items to be sold for the benefit of the Section or Chapter. All must follow the guidelines outlined in the *Logo Usage Guide*.
- 7.2. Sections and Chapters may use these logos on items not for fundraising (e.g., event flyers, newsletters, stationery, websites) without obtaining permission from the Trademark Committee. For these non-fundraising uses of the trademarked logos, Sections and Chapters are encouraged to consult with the Trademark Committee and to ensure that these logos are used as described in the *Logo Usage Guide*.
- 7.3. Friends of The 99s and non-99s may apply to use these logos on items for sale. All must submit their application to the Trademark Committee for its review and approval. All must use these logos as described in the *Logo Usage Guide*.
- 7.4. The Trademark Committee reviews all proposals to ensure that the guidelines are applied properly.
- 7.5. The 99s official pin, a small square-cut pin with interlocking 9s and center-mounted propeller, is not for sale. It is provided only upon joining The 99s as recognition of membership in The Ninety-Nines, Inc.®
 - 7.5.1. Members may wear attachments to the official pin with approval of the IBOD.
- 7.6. The Annual Conference logo is reserved exclusively for International use.
- 7.7. The IBOD has the final authority on usage of The 99s trademark logos. It may revoke the approval to use the trademark if, in their judgment, the trademark has been used inappropriately.

8. **Procedure Content:** The following section outlines the process for obtaining permission to use The 99s trademarked logos, word mark, and mantra.

- 8.1. For initial questions, contact the Trademark Chair. She (or International HQ) will send this document, the *Logo Usage Guide*, and the Request for Trademark Use and Hold Harmless Agreement documents to individuals requesting information.
- 8.2. Review the *Logo Usage Guide* and this document.
- 8.3. Complete the application form Request for Trademark Use and Hold Harmless Agreement.
 - 8.3.1. Be sure to include a description and details on how The 99s logo will be used on your item. A photo/image illustrating the item is required.

8.3.2. For use of the trademark for profit and fundraising, the request shall include the terms of payment to The Ninety-Nines, Inc.®, as follows:

8.3.2.1. No Fee – 99s Chapter, Section, or Trust

8.3.2.2. 10% of gross sales – 99s Member-owned business

8.3.2.3. 20% of gross sales – Vendor or Non-99 Individual

8.3.3. Review and sign the Hold Harmless Agreement on the application form.

8.3.4. Submit application and supporting materials to 99s Headquarters Manager.

8.4. 99s Headquarters Manager will transmit the file(s) to the Trademark Committee for their review.

8.5. Trademark Committee meets monthly to review applications. Review outcomes may be Accepted, Hold for Revisions, or Rejected.

8.6. Upon acceptance of the application, the 99s Headquarters Manager will issue a certificate to the Chapter, Section, individual, organization or vendor. It must be displayed at their booth or site, certifying the trademark use for an authorized period.

8.7. Payments to The Ninety-Nines, Inc.® must be made on a quarterly basis and shall include a sales report, which will verify the total sales of the trademarked item(s). This report may be audited at any time.

8.8. Each application may be approved for a two-year period (maximum). Continued use of the trademark beyond two years requires submission of a new application for renewal.

8.9. The Trademark Committee reviews the outstanding approved Trademark applications for quarterly payments and renewals as/if needed.

8.10. The Trademark Committee provides the IBOD with reports at the Annual Meeting and semiannual IBOD Meetings (Spring, Fall).

9. **Approval:**

9.1. Authorizing Body: International Board of Directors.

9.2. Approval Date: This Trademarks SOP was approved on July 6, 2022.