



Independent Distributors of Electronics Association

Policy for Any Use of the IDEA Logo

The logo for the Independent Distributors of Electronics Association (IDEA), (the "IDEA Logo") is the registered logo of the Independent Distributors of Electronics Association, 6312 Darlington Avenue, Buena Park, California 90621 ("IDEA") a non-profit association, solely owned by IDEA.

Use of the IDEA Logo is granted to approved licensees and then only under the terms and provisions of this Policy for Any Use of the IDEA Logo. A party that is authorized to use the IDEA Logo agrees not to claim any right, title or interest in or to the IDEA Logo or to adopt any confusingly similar name, designation or mark in the United States or any other country. All uses of the IDEA Logo shall insure to the benefit of IDEA, not the licensee of the IDEA Logo.

IDEA reserves the right to change these guidelines at its discretion. IDEA also reserves the right to immediately terminate permission to use the IDEA Logo for anyone not following this Policy.

The use of the IDEA Logo must be authorized by IDEA and is meant to note a specific relationship with IDEA for a business that is a member of IDEA or works with IDEA for the benefit of the Independent Distributors of Electronics Association and the independent distribution of electronics industry.

IDEA must approve all intended use(s) of the IDEA Logo including use(s) on business cards, advertisements or letterhead or in any similar manner prior to printing or usage.

If the IDEA Logo is used on the Internet, it must only appear under the one domain name provided in the signature section of this document (Page 2). The IDEA Logo must always be used as an active link to IDEA's official website: www.idofea.org. IDEA will regularly visit participating websites to monitor compliance. IDEA may terminate Internet use of the IDEA Logo at any time even though such use complies with this Policy.

Use of the IDEA Logo may be granted by IDEA to any one of the categories specified below as well as other IDEA business partners.

- Company General Member
- Corporate Donor
- Individual/Foundation Donor
- Executive Employees of IDEA
- Associate Member
- OEM or CM Member or subscriber

Only IDEA may determine and authorize the Logo designs that are active and allowed for licensee use. Use of retired Logos must be removed within 90 days of notification of the retirement of a Logo.

Only the IDEA Logo, as seen on IDEA's website and printed documents, has been approved by Independent Distributors of Electronics Association for use. The individual or organization agrees to use the IDEA Logos only as such Logos are used by IDEA. The IDEA Logo may be displayed in different sizes, but all elements of the IDEA Logo must be recognizable and changed in size proportionally. The IDEA Logo may be reproduced in black and white or, if in color, only in PMS 485 (and equivalent in four-color process) and black.

The IDEA Logo may not be printed, embossed or displayed on products, literature, packaging or websites that would suggest endorsement or promotion by IDEA. Merchandise not supported or provided through IDEA and used for sale, may not contain the IDEA Logo. The name and Logo and/or link bearing the



name and Logo may not be combined with any other graphic elements; nor may they be altered in any manner including size, proportions, aspect ratio or shape/form, font, design, arrangement, colors or elements; nor may they be animated, morphed or otherwise distorted in perspective or appearance.

The IDEA name and Logo and/or link bearing the name and Logo may not appear more prominently than your personal, company, product or service website name.

The Independent Distributors of Electronics Association name and Logo and/or link bearing the name and Logo may not appear on any pages of any websites that include content or advertising for alcoholic beverages, tobacco, pornography, religious material, partisan material, political material or firearms.

Appropriate action by the Independent Distributors of Electronics Association for failure to adhere to this Policy may include, but is not limited to, the revocation of the right to use the IDEA name and Logo and/or any links bearing the name and Logo, in which event you agree to remove the name and Logo and/or the links bearing the name and Logo within 2 business days of notice of revocation.

When used in advertising, whether printed or electronic media, the IDEA Logo must not be the dominant element in the advertisement. An initial proof for printed use should be provided to IDEA Communications for review prior to printing. It may not adjoin, overlap or in any way be incorporated into the dominant element of the advertisement.

No use of an IDEA Logo may suggest or imply that any individual is an IDEA employee or agent.

By using the IDEA Logo, the user agrees to these terms and conditions. Use of the IDEA Logo in violation of these terms shall be considered unauthorized use and subject to appropriate legal and equitable relief.

IDEA Logo Use Policy Agreement

As Member Representative, I confirm that _____ agrees to abide by the
(company name)

Policy for Any Use of the IDEA Logo and that the sole Internet domain name on which the IDEA Logo will
appear is _____.
(domain name)

Print Name

Title

Signature

Date

End of Document