



MS RUN THE US, INC. INTELLECTUAL PROPERTY USE FOR SELECTED ATHLETES

MS Run the US, Inc. has firm guidelines in place protecting our brand, logo and intellectual property. We appreciate the full cooperation of our selected athletes to help enforce these guidelines. This document is applicable to all individuals selected as athletes by MS Run the US, Inc. for one of the following programs: Our Athletes or Relay Running Partners.

All businesses are subject to the document entitled IP Use for Businesses. All individual fundraisers, schools, and community organizations are subject to the document entitled IP Use Guidelines for Individuals.

USE OF MS RUN THE US, INC. NAME

Selected athletes are permitted to use the MS Run the US, Inc. name in promotional materials, signs, and websites. The MS Run the US, Inc. name may not be used to imply a partnership, sponsorship or endorsement of any event, group or fundraiser. MS Run the US, Inc. name may be used to imply selection of athlete for MS Run the US, Inc. program, for example you may say: "Support Joe Smith's fundraising goal for the MS Run the US - 2013 Relay run across America. Joe was selected as one of only twenty athletes to participate in the relay".

If tickets, services or goods of any kind are being sold that will benefit MS Run the US, Inc., the selected athlete must clearly state the percentage of purchase price or the exact amount (dollars and cents) that will be donated. You may say that "XX% of the proceeds from this sale will benefit my goal to fundraise XYZ amount for MS Run the US, Inc., a non-profit organization dedicated to raising community awareness and funds to support multiple sclerosis (MS) research. 100% of public donations given to MS Run the US, Inc. will be donated to the National MS Society research fund."

The MS Run the US, Inc. name and marks cannot appear on any merchandise nor in any work of audio or visual art without approval. The MS Run the US, Inc. name should never be put in greater prominence on any promotional materials or website than the name of the selected athlete, fundraising event, or campaign. It must be clear the selected athlete is hosting the fundraising event or campaign in an effort to raise funds for the program they are participating in.

USE OF MS RUN THE US, INC. LOGO

The use of the official MS Run the US, Inc. logo is prohibited outside of official partnerships mandated by MS Run the US, Inc. itself. Selected athletes are given restrictive use of the official MS Run the US, Inc. Use of the official logo is only allowed after selected athlete outlines specific use of logo via email to Ashley Kumlien at ashley[at]msruntheus[dot]com, and receives written approval. In all



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other occurrences the “benefiting MS Run the US, Inc. logo” must be used. Online the “benefiting MS Run the US, Inc. logo” must directly click through to the front page of msruntheus.com or directly to the URL of the fundraising campaign made with Ashley on the MS Run the US firstgiving.com site. The “benefiting MS Run the US, Inc. logo” should never be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

USE OF MS RUN THE US, INC. IMAGES

All MS Run the US, Inc. images are owned by MS Run the US, Inc. Selected athletes are granted a non-exclusive right to use only the photos and images found at msruntheus.com/promotion/ on promotional materials and websites directly related to their fundraising campaign. Selected athletes may use no other MS Run the US, INC. images in any way.

Selected athletes are granted a non-exclusive right to use images taken by MS Run the US, Inc. during selected athletes program participation.

SPONSORSHIP OR ENDORSEMENT OF CAMPAIGNS

While MS Run the US, Inc. is grateful for the efforts of our selected athletes, we do not officially endorse or sponsor any individual events or campaigns. Event planning, production costs and promotion are the sole responsibility of the independent fundraiser and organizer. You may not use the MS Run the US, Inc. name nor our 501(c)(3) tax-exemption when soliciting monetary support or gifts in kind from a third party or vender.

Selected athletes seeking sponsorship support on an individual level from companies or corporations are seeking on their behalf, and not on behalf of MS Run the US, Inc. Sponsors of selected athletes can be promoted through the athletes means of outreach, but should not be guaranteed promotion in any way by MS Run the US, Inc. and our means of outreach. However, MS Run the US, Inc. will be promoting the selected athletes during their program participation, so individual sponsors featured on selected athletes means of outreach can expect to see more exposure during participation time.



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APPROPRIATE USE

We will not allow our name to be associated with any website, event, or promotion that is obscene, pornographic, violent, intolerant, tasteless, denigrating or sexually oriented.

**MS RUN THE US, INC. RESERVES THE RIGHT TO REFUSE THE
USE OF THE MS RUN THE US, INC. NAME OR MARKS AT ANY
TIME.**