

NATIONAL CREDIT UNION BRAND SIGNATURE AND SLOGAN

KIT REGISTRATION AND LICENSE AGREEMENT INFORMATION

Members of CUNA (No Fee)

Credit unions and leagues that are members of CUNA are automatically entitled to use the national credit union brand signature and slogan. To acknowledge receipt of these materials and to be kept on the list for additional information and mailings, members are asked to complete and return the Registration Form (below).

Non-affiliated Credit Unions (No Fee)

Due to the technicalities of trademark law, credit unions that are not members of CUNA need to execute and return the License Agreement (see reverse) in order to use the national credit union brand signature and slogan. Each non-affiliated credit union that sends back an executed License Agreement will remain on the mailing list for updates and will be helping to support CUNA's legal capability to guard against unauthorized or inappropriate use.

THIS SIDE TO BE COMPLETED BY CUNA MEMBERS ONLY – See reverse for non-affiliated credit unions

National Credit Union Brand Tool Kit Registration Form

Credit unions and leagues that are members of CUNA are automatically entitled to use the national credit union brand signature and slogan. To acknowledge receipt of these materials and to be kept on the list for additional information and mailings, please complete the form below and mail it to:

**National Credit Union Brand Campaign
c/o Credit Union National Association, Inc.
P.O. Box 431
Madison, WI 53701-0431**

Forms can also be faxed to:

(608)231-4253

Credit Union/League Name: _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Contact Name: _____

Title: _____ E-mail: _____

Signature: _____

Users agree to adhere to the prescribed graphic standards/usage guidelines outlined in the National Credit Union Brand Campaign Brand Signature and Slogan Tool Kit. For more information, or to share your ideas on building and leveraging the credit union brand signature and slogan, please contact Credit Union National Association at (800) 356-9655, ext. 5778.



Credit Union National Association

LICENSE AGREEMENT FOR NON-AFFILIATED CREDIT UNION USE OF THE NATIONAL CREDIT UNION BRAND SIGNATURE AND SLOGAN (No fee)

THIS AGREEMENT, effective as of _____, by and between:

Credit Union National Association, Inc. (hereinafter called "CUNA"), a corporation organized and existing under the laws of the State of Wisconsin, (mailing address: P.O. Box 431, Madison, Wisconsin 53701-0431); and

_____ (hereinafter called "USER")

Mailing Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Contact Name: _____

Title: _____ E-mail: _____

WHEREAS, CUNA is the owner of the national credit union symbol, name (consisting of the words "AMERICA'S CREDIT UNIONS") and slogan ("WHERE PEOPLE ARE WORTH MORE THAN MONEY") shown below paragraph 10, (hereinafter called the "Marks");

WHEREAS, USER is desirous of using the Marks in connection with credit union services;

NOW, THEREFORE, in consideration of the foregoing and of the mutual promises hereinafter set forth, the parties agree as follows:

1. GRANT OF LICENSE. CUNA grants to USER a nonexclusive, nontransferable license to use the Marks solely in connection with the services mentioned above and USER accepts the license subject to the following terms and conditions.

2. OWNERSHIP OF MARKS. USER acknowledges the ownership of the Marks in CUNA, agrees that it will do nothing inconsistent with such ownership and that all use of the Marks by USER shall inure to the benefit of and be on behalf of CUNA, and upon request agrees to assist CUNA in recording this License Agreement with appropriate government authorities. USER agrees that nothing in this License Agreement shall give USER any right, title, or interest in the Marks other than the right to use the Marks in accordance with this License Agreement and USER agrees that it will not attack the title of CUNA to the Marks or attack the validity of this License Agreement.

3. QUALITY STANDARDS. USER agrees that the nature and quality of all services rendered by USER in connection with the Marks; all goods sold or otherwise provided by USER under the Marks; and all related advertising, promotional, and other related uses of the Marks by USER shall conform to all laws and regulations that apply to USER and that CUNA may evaluate such conformity in determining whether CUNA's standards of quality for use of the Marks are being met.

4. QUALITY MAINTENANCE. USER agrees to cooperate with CUNA in facilitating CUNA's control over the nature and quality of the services with which the Marks are identified, and to supply CUNA with specimens of all uses of the Marks upon request. USER shall comply with all applicable laws and regulations and obtain all appropriate government approvals pertaining to the sale, distribution, and advertising of goods and services covered by this License Agreement.

5. FORM OF USE. USER agrees to use the Marks only in the form and manner and with appropriate legends as prescribed from time to time by CUNA, and not to use any other trademark or service mark in combination with the Marks without prior written approval of CUNA.

6. INFRINGEMENT PROCEEDINGS. USER agrees to notify CUNA of any unauthorized use of the Marks by others promptly as it comes to USER's attention. CUNA shall have the sole right and discretion to bring

infringement or unfair competition proceedings involving the Marks.

7. TERM. This License Agreement shall continue in force and effect for two years from the effective date, unless earlier terminated as provided for herein. Before expiration of the initial term or any extension, CUNA may extend the License Agreement for a specified period of time.

8. TERMINATION FOR CAUSE. CUNA shall have the right to terminate this License Agreement upon thirty (30) days written notice to USER in the event of any affirmative act of insolvency by USER, or upon the winding-up, sale, consolidation, merger, or any sequestration by governmental authority of USER, or upon breach of any of the provisions hereof by USER.

9. EFFECT OF TERMINATION. Upon termination of this License Agreement USER agrees to immediately discontinue all use of the Marks and any logo or term confusingly similar thereto, to cooperate with CUNA or its appointed agent to apply to the appropriate authorities to cancel recording of this License Agreement from all government records, to destroy all printed materials bearing the Marks, and goodwill connected therewith shall remain property of CUNA.

10. INTERPRETATION OF AGREEMENT. It is agreed that this Agreement shall be interpreted according to the laws of the State of Wisconsin.

IN WITNESS WHEREOF, the parties hereto have caused this License Agreement to be executed.

_____ CREDIT UNION CREDIT UNION NATIONAL ASSOCIATION, INC

By: _____ By: _____

Print Name: _____ Print Name: _____

Print Title: _____ Print Title _____



AMERICA'S
CREDIT UNIONS®

Where people are worth more than money.®