



## **MS Run the US, Inc. Intellectual Property Use for Business**

MS Run the US, Inc. has firm guidelines in place protecting our brand, logo and intellectual property. We appreciate the full cooperation of our supporters to help enforce these guidelines.

### **Gifts in kind**

MS Run the US, Inc. is grateful to all of the great companies who donate gifts in kind to our organization. From website to legal services, from event products to transportation, the generosity of many has fueled our non-profit and mission. If you would like to make a gift in kind donation, please contact us at [info\(at\)msruntheus\(dot\)com](mailto:info(at)msruntheus(dot)com) subject line "In kind donation".

### **Donating sales of products or services**

To maintain the integrity of our messaging and commitment there are certain limitations to using the MS Run the US, Inc. name, logo, and IP when donating a portion of the sales of a product or service.

Donating a portion of sales from your products and services cannot give the image of creating an endorsement, approval, sponsorship, partnership, affiliation or recommendation of any product or service by MS Run the US, Inc. without approval from the organization.

### **What constitutes a partnership?**

MS Run the US, Inc. carefully establishes official partnerships with companies who have a reputable brand and a strong commitment to our mission. A corporate partnership with MS Run the US, Inc. represents an initial significant financial contribution and a long term, multi-faceted philanthropic campaign. To honor our official corporate sponsorships, we ask that all other companies and individuals please cease from using any language containing the words "partner", "partnership", "sponsor", or any other suggestive language when referring their support of MS Run the US, Inc.

### **Using the MS Run the US, Inc. name**

The MS Run the US, Inc. name may be used only to describe where donated funds are designated, but may not be used to promote any product or service. Furthermore, the MS Run the US, Inc. name may not be placed on any products or product packaging. Please do not place the MS Run the US, Inc. name in greater prominence than the company or product benefiting MS Run the US, Inc. on any



## **MS Run the US, Inc. Intellectual Property Use for Business**

promotional materials or websites.

Companies and individuals must clearly state the percentage or the exact amount of the purchase (dollars and cents) that will be donated. For example, you may say, "XX% of the proceeds from this sale will benefit MS Run the US, Inc., a non-profit organization dedicated to raising community awareness and funds to support multiple sclerosis (MS) research, and those living with disability due to MS. Proceeds given to MS Run the US, Inc. will go to research and disability programs."

### **Use of the MS Run the US, Inc. logo**

Use of the MS Run the US, Inc. logo is strictly prohibited outside of official corporate partnerships and selected running partners.

### **Use of MS Run the US, Inc. images**

Businesses are encouraged to include MS Run the US, Inc. designed banners on their website. The banners can be found at [www.msruntheus.com/downloads/](http://www.msruntheus.com/downloads/). All other uses of MS Run the US, Inc. images, photos, and graphics are strictly prohibited outside of official corporate partnerships.

### **Sponsorship or endorsement of campaigns**

MS Run the US, Inc. exercises complete discretion when choosing to promote individuals, campaigns or companies through any of our social media platforms and are not able to accommodate individual requests for promotion.

### **Appropriated use**

The MS Run the US, Inc. name cannot appear on any websites including content or advertising for tobacco, political material or firearms. We will not allow our name to be associated with any product or service 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.**