



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

MS Run the US, Inc. has firm guidelines in place protecting our brand, logo and intellectual property. We appreciate the full cooperation of our fundraisers to help enforce these guidelines. This document is applicable to all individual fundraisers, schools, and community organizations.

All businesses are subject to the document entitled IP Use for Businesses. All individuals participating as a Relay Runner or as an Ambassador are subject to the document entitled IP Use for Selected Athletes.

### **USE OF MS RUN THE US, INC. NAME**

Grassroots Fundraisers 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. If tickets, services or goods of any kind are being sold that will benefit MS Run the US, Inc., Fundraiser 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 MS Run the US, Inc., a non-profit organization dedicated to raising community awareness and funds to support multiple sclerosis (MS) research, and to support those living with disability due to MS. Proceeds given to MS Run the US, Inc. will be donated to research and disability programs.” The MS Run the US, Inc. name and marks cannot appear on any merchandise nor in any work of audio or visual art. 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 fundraising event or campaign.

### **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.

Grassroots Fundraisers are granted a nonc exclusive right to use the “benefiting MS Run the US, Inc. logo” found on the website at [www.msruntheus.com/downloads/](http://www.msruntheus.com/downloads/) in promotional materials directly related to their fundraising event. When 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 on the MS Run the US firstgiving.com site at: [firstgiving.com/34593](http://firstgiving.com/34593). 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.



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

### **USE OF MS RUN THE US, INC. IMAGES**

All MS Run the US, Inc. images are owned by MS Run the US, Inc. Fundraisers are granted a non-exclusive right to use only the photos and images found at [msruntheus.com/downloads/](http://msruntheus.com/downloads/) on promotional materials and websites directly related to their fundraising campaign. Grassroots Fundraisers may use no other MS Run the US, INC. images in any way.

### **SPONSORSHIP OR ENDORSEMENT OF CAMPAIGNS**

While MS Run the US, Inc. is grateful for the efforts of our Grassroots Fundraisers, 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.

### **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.**