



## PASADENA TOURNAMENT OF ROSES® ASSOCIATION: INTELLECTUAL PROPERTY GUIDELINES

The **PASADENA TOURNAMENT OF ROSES ASSOCIATION** (the “Association”) owns a variety of intellectual property, such as logos, word marks, photographs, graphics, videos, telecast footage, art works, etc. (collectively referred to as the “Association’s Intellectual Property”). The Association’s Intellectual Property includes, but is not limited to:

**Word Marks.** The Association’s Intellectual Property includes the following word marks:

- **America’s New Year Celebration®**
- **Pasadena Tournament of Roses®**
- **Rose Bowl®**
- **Rose Bowl Game®**
- **Rose Parade®**
- **Rose Bowl Parade®**
- **Rose Queen®**
- **The Granddaddy of Them All®**
- **Tournament of Roses®**

**Logos.** The Association’s Intellectual Property also includes the rose logos set forth on the Association’s website and social media, and on these pages.

**Copyrights and Other IP.** The Association’s Intellectual Property also includes, but is not limited to, works such as photography, videos, telecast footage, art works, etc.



## PASADENA TOURNAMENT OF ROSES® ASSOCIATION: INTELLECTUAL PROPERTY GUIDELINES **CONT.**

**In advance of any use of the Association's Intellectual Property, a user must reasonably request and obtain written authorization from the Association. Authorization can be obtained through the following process:**

### **1 Contact the Association by email:**

Email request to: [marketing@tournamentofroses.com](mailto:marketing@tournamentofroses.com)

### **2 Provide the following information:**

- Name of requesting party
- Contact for requesting party (telephone number, e-mail address, mailing address)
- Identify the Association's Intellectual Property for which the party is seeking authorization
- Describe intended use (duration, scope, purpose and reason, location, etc.)
- Provide examples showing the intended use

**3** The Association may take up to 10 business days to respond to your request, upon receipt of full information. Only affirmative written authorization will allow you to use the Association's Intellectual Property.

**4** Authorization will include the parameters and any conditions to your use. You must re-seek authorization in the event that the information you provided changes (e.g., if the duration of your intended use is extended; if you intend to use the Association's Intellectual Property in a manner not disclosed to the Association, etc.).

**5** Any authorization is granted specific to the requesting party only. Requesting party is not permitted to transfer permission to a third party.



## PASADENA TOURNAMENT OF ROSES® ASSOCIATION: INTELLECTUAL PROPERTY GUIDELINES **CONT.**

**All uses**, once authorized by the Association, **must comply with the following requirements:**

- **Consistent with the Guidelines:** Any use of the Association’s intellectual Property must be consistent with and in the spirit of these IP Branding Guidelines and the Association’s Brand Style Guide, found at <https://tournamentofroses.com/brandstyleguide2022.pdf>
- **Avoid Mistaken Impression:** Any use of the Association’s Intellectual Property must avoid the mistaken impression that anyone other than the Association is the host of the Rose Bowl Game and the Rose Parade and associated events.
- **Disclaimer:** The Association’s parameters and conditions (which will be included with any authorization given) may require the user to apply a disclaimer, such as:

*“[Insert User’s Name] is not affiliated with, endorsed or sponsored by Pasadena Tournament of Roses Association. Rose Bowl®, Rose Bowl Game®, Rose Parade®, Rose Bowl Parade®, and Pasadena Tournament of Roses® are registered trademarks of Pasadena Tournament of Roses Association.”*

The Association’s parameters and conditions may additionally provide instructions about how the disclaimer should be applied.