



Miss Gay USofA
Miss Gay USofA Classic
Miss Gay USofA At Large
Miss Gay USofA Newcomer
Mr. Gay USofA
Mr. Gay USofA At Large
Mister USofA MI
Mister USofA MI Classic
Miss DIVA USofA

USofA Pageants

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USofA Pageants LLC Trademark Usage Guide

For over 30 years, USofA Pageants LLC has been producing pageants under the brand names Miss Gay USofA, Miss Gay USofA at Large, Miss Gay USofA Classic, Miss Gay USofA Newcomer, Mr. Gay USofA, Mr. Gay USofA at Large, Mister USofA MI, Mister USofA MI Classic, and Miss Diva USofA. Each of these brands has become identifiable with the USofA Pageants LLC traditions and personalities. During this time, we have faced many legal challenges to protect and defend our goodwill and marketplace identification. In order to protect the intellectual property that is our trademarks, service marks and brands, the following rules define the use of these brands.

These rules must be followed by all franchisees at all levels of the USofA Pageants LLC system. This includes all local, city, state, regional and national promoters. Any promoter that does not strictly follow these rules may have their franchise terminated by the USofA Pageants LLC National Office. These rules were developed to ensure that we maintain compliance with the consent decrees and settlement terms with the Miss Universe Organization and CBS Television allowing us to use our marks, allow us to protect the marks from other parties that wish to capitalize on the good name of USofA Pageants LLC, protect the value of the marks from dilution in the marketplace and prevent the public from being confused by similar marks.

1. All Pageant advertising must clearly state “USofA Pageants LLC presents” or “USofA Pageants LLC and presents” and the name of the pageant.
2. All Pageant advertising, contestant handbooks and printed materials must include the USofA Pageants LLC ribbon and crown logo. Promoters are free to create a logo for their preliminary that includes the ribbon and crown logo in their logo. All preliminary logos must be submitted to the USofA Pageants LLC National Office for review prior to being used.
3. All local, city, state and regional pageant names are protected marks as derivatives of our current trademarks. As such they must be standardized in format. They must be formatted as follows:

1. Local or City Preliminary examples:
 - a) Miss Gay Springfield Alaska USofA
 - b) Miss Gay Springfield Alaska USofA Classic
 - c) Miss Gay Springfield Alaska USofA At Large
 - d) Miss Gay Springfield Alaska USofA Newcomer
 - e) Mr. Gay Springfield Alaska USofA
 - f) Mr. Gay Springfield Alaska USofA At Large
 - g) Mister Springfield Alaska USofA MI
 - h) Mister Springfield Alaska USofA MI Classic
 - i) Miss Springfield Alaska Diva USofA

 2. State Preliminary examples:
 - a) Miss Gay Alaska USofA
 - b) Miss Gay Alaska USofA Classic
 - c) Miss Gay Alaska USofA At Large
 - d) Miss Gay Alaska USofA Newcomer
 - e) Mr. Gay Alaska USofA
 - f) Mr. Gay Alaska USofA At Large
 - g) Mister Alaska USofA MI
 - h) Mister Alaska USofA MI Classic
 - i) Miss Alaska Diva USofA

 3. Regional Preliminary examples:
 - a) Miss Gay Rolling Fields USofA
 - b) Miss Gay Rolling Fields USofA Classic
 - c) Miss Gay Rolling Fields USofA At Large
 - d) Miss Gay Rolling Fields USofA Newcomer
 - e) Mr. Gay Rolling Fields USofA
 - f) Mr. Gay Rolling Fields USofA At Large
 - g) Mister Rolling Fields USofA MI
 - h) Mister Rolling Fields USofA MI Classic
 - i) Miss Rolling Fields Diva USofA

 4. National Pageant examples:
 - a) Miss Gay USofA
 - b) Miss Gay USofA Classic
 - c) Miss Gay USofA At Large
 - d) Miss Gay USofA Newcomer
 - e) Mr. Gay USofA
 - f) Mr. Gay USofA At Large
 - g) Mister USofA MI ®
 - h) Mister USofA MI Classic
 - i) Miss Diva USofA
4. “At Large” may never be abbreviated as “@Large” or “@LG” . It should always be spelled out as words or abbreviated as “USofA AL”

5. "USofA" should always appear without the spaces or periods. Do not use the following:
 - a) U.S.of A.
 - b) US of A
 - c) U S of A
 - d) U S OF A
 - e) USOFA
 - f) USA
 - g) U.S.A.
6. All pageants and contests, except for Mister and Diva must use the word "Gay" in their title after their correct honorific (Mr. or Miss).
7. USofA Pageants owns all trademarks at all times. Promoters are only granted a license to use these marks.
8. "Mister USofA MI"® has completed the trademark registration process and the ® mark should appear following the mark at least once on all advertising and printed materials.
9. Mister USofA MI® preliminary pageants should not be abbreviated as "Mr" or "Mr." but they should have the word "Mister" spelled out fully. They should not include the word "Gay" in the name of the preliminary.
10. All local and city preliminaries must be presented under a franchise agreement from the State Promoter. There must be a written franchise agreement for all local preliminaries prepared. A copy of the standard franchise agreement used by each franchised state pageant must be on file with the USofA Pageants LLC National Office for each pageant year. If you need help preparing the franchise agreement we can have one prepared for you by the USofA Pageants LLC National Office. There can be no exceptions to this rule.
11. All State Promoters must submit the name, address, telephone number and email address for all local preliminaries to the USofA Pageants LLC National Office immediately following the signing of the franchise agreement and before the local preliminary is advertised or held. Under the terms of the franchise agreements, all video recordings are the property of and copyright USofA Pageants LLC. No franchised promoter has any broadcast rights to any preliminary or national pageant. USofA Pageants LLC retains the broadcast rights to all images of all USofA Pageants and Contests. Promoters are licensed the rights to duplicate and sell these video recordings only. Any requests for broadcast must be forwarded to the USofA Pageants LLC National Office for consideration and approval by our legal staff.

We have spent over \$125,000 over the last 30 years both defending our marks and seeking to protect them from infringing marks. These policies were designed with our legal counsel to ensure that we are able to continue to protect our valuable intellectual property. If you have any specific questions, you may contact the USofA Pageants LLC National Office at office@usofa.org and we can forward the questions to our attorney if necessary for clarification.

Revised April 15, 2016 – The Most Current Copy Of the Trademark Policy Is Available On The Official USofA Pageants LLC Website, www.usofa.org