

St. George Area Parade of Homes 2007 Utah & Nevada Trademark Policy

To All Concerned:

The Southern Utah Home Builders Association has been pleased with the overwhelming success of our local St. George Area Parade of Homes. Everyone connected with the Parade of Homes should be congratulated for their efforts. With the rise in popularity of the Parade of Homes we have also experienced an increase in unsanctioned promotions during the event itself and at other times during the year. These “wildcat” promotions, at best, draw public attention away from our event and, at worst, are designed to benefit the promoters at the expense of SUHBA and Parade of Homes’ participants who follow the rules and, likewise, pay the appropriate licensing fees where applicable. The Board of Directors of the Southern Utah Home Builders Association wish to remind members of the community of the rules and policies which govern this event.

First, the use of the words, “Parade of Homes” or “Home Show,” is strictly limited to official participants in the event. **Importantly, these terms have been trademarked by The Home Builders Association of Greater Salt Lake .** SUHBA’s use of these terms in connection with our annual home exposition is under license with the Greater Salt Lake Association and is strictly limited to such use. To that end, members who are not official Parade of Homes’ participants may not use in any manner the trademarks “Parade of Homes” or “Home Show.” This prohibition is particularly critical during the two (2) week period before and after the Parade of Homes takes place. In addition, SUHBA owns the trademark “**Parade of Homes**” in the **State of Nevada** and is strictly limited to official participants in the event or designees as so assigned by SUHBA in writing.

Second, nonparticipants may not use the Parade of Homes logo, a copy of which is shown, or the color scheme of red, white and blue in any signage, advertisement or promotion of any kind during this same time period.

Third, nonparticipant members may not use any signage, advertisement or promotion of any kind which is *similar or deceptively similar* to the trademarked phrases, logo, or color scheme during this same time period.

We trust that all individuals will follow these rules and policies. Please note, however, that the Board of Directors may take disciplinary action against any Southern Utah Home Builders Association member who violates these rules and policies pursuant to Section 3(A) of the Bylaws of the Southern Utah Home Builders Association, as amended November 19, 1997. The Southern Utah Home Builders Association will pursue legal remedy with any nonmember of the association for infringement or use of the trademark inappropriately.

Please direct any questions that you may have regarding this matter to the Southern Utah Home Builders Association office at 674-1400.