

COPYRIGHT AND TRADEMARK POLICIES OF THE NATIONAL ACADEMY OF TELEVISION ARTS & SCIENCES

I. EMMY® NAME AND EMMY® STATUETTE POLICIES.

The Emmy name and the Emmy statuette are the trademarked property of The Academy of Television Arts & Sciences (“Television Academy”) and the **National Academy of Television Arts & Sciences (“National Academy”)**. Additionally, the Emmy name, logo and statuette are licensed to the International Academy of Television Arts & Sciences (“International Academy”) for International Emmys. The **National Academy** adopted the following rules regarding use of these properties, as follows;

A. Use by Emmy Honorees and Nominees, and Sponsorship Partners of Emmy Name and Emmy Statuette in Advertising and Publicity.

1. Sponsorship partners of the **National Academy** may, clearly, identify themselves as associated with the **National Academy**. Sponsorship partners may not use the Emmy name and logo on their products or in advertising material with one exception: In print, online, and Point of Sale advertising which includes a tune in message (i.e. “Tune into/Watch the Emmy Awards show on ____”). Sponsorship partners may accompany the tune in message with the Emmy name and logo, as long as the **National Academy** is satisfied that the message does not imply a tie-in to the show and that the text and graphics are approved by the **National Academy’s** marketing department.

2. During each year Emmy nominees or those congratulating them may refer in advertising and publicity to the fact that the nominee has been nominated and, provided that such nominees are clearly identified as such, may during the period from the announcement of nominations until the following awards presentation use a replica of the statuette subject to the requirements set forth below.

3. Broadcasters, cable services and Internet sites may use the Emmy name and statuette in connection with promotional announcements for programs or broadcasters (or the like) which in fact have been awarded an Emmy as long as it is done within one (1) year after the awarded has been awarded and not thereafter.

4. Subject to obtaining specific authorization from the CHIEF OPERATING OFFICER of the **National Academy**, sponsors of Emmy Awards presentation may use a copy of the Emmy statuette and the Emmy name in advertising provided that (i) the advertising occurs at or near the time of the presentation of the Awards show and (ii) advertising makes specific reference to such sponsorship of the show. No other commercial use of the Emmy name or statuette is permitted.

B. Use of Emmy Name and Emmy Statuette in Productions, Publications, Websites, and the Like.

Although the **National Academy** will permit certain uses of the Emmy name and statuette in other contexts, the unrestricted use of the same violates both the value and stature of the Emmy and may serve to dilute the marks. Therefore the following uses, although permitted under some circumstances, **always require prior express written authorization** from the CHIEF OPERATING OFFICER of the **National Academy**:

1. Uses on Stationery, Business Cards, and the like: Nothing shall preclude an individual or entity from stating the fact that such individual or entity is an Emmy honoree on their/its stationery or business card, provided that neither the Emmy logo nor the statuette is used in connection with such factual statement, it being understood that any such use of the logo or the statuette is specifically prohibited.

2. Use of Emmy Name or Statuette in Merchandising Prohibited: The Emmy name and/or statuette may not be used on commercial products or in connection with any merchandising items except with prior approval of the Boards of the Academies.

C. Requirement to Specify in Advertisements and Other Publicity Whether the Emmy Nominated For or Awarded is a National or Local Chapter Emmy Award.

1. Emmy nominees using the Emmy name or Emmy statuette in advertising or publicity must **clearly indicate** in such advertising or publicity whether the nomination is for a **national Emmy award or a local Emmy chapter award**.

2. Emmy honorees using the Emmy name or Emmy statuette in advertising or publicity must **clearly indicate** in such advertising or publicity whether the Emmy award received was a **national Emmy award or a local Emmy chapter award**.

3. Advertisements and publicity for local Emmy chapter awards must clearly state the chapter's name and locality.

4. Rights to use the Emmy name or Emmy statuette in advertising or publicity granted by local NATAS chapters must pertain solely to the granting chapter and its specific geographic area.