

Good Sam Brand Guidelines and Trademark Usage Agreement

Good Sam chapters (“You”) may continue to use certain Good Sam trademarks subject to the terms and conditions in this Good Sam Brand Guidelines and Trademark Usage Agreement (the “Brand Guidelines”) below.

You must confirm receipt and acknowledgement of Brand Guidelines by providing (1) your Chapter’s Information (as outlined on page 2 of these Brand Guidelines) and (2) a signed copy of these Brand Guidelines via email to gclubsupport@goodsam.com by November 11, 2022. Chapters that do not provide this information by the due date will not be permitted to use the Marks. You are responsible for providing updated chapter contact information to Good Sam. Failure to do so will result in immediate termination of your permission to use the Marks.

By using the Marks, You acknowledge that:

1. The Marks (as set forth in Exhibit A) may only be used in connection with your chapter name, on name tags, patches, apparel, flags, drinkware, buttons, stickers, banners, stationary, and similar promotional items, and corresponding uses on your chapter website. Items bearing the Marks may only be used in connection with your chapter activities and, subject to Paragraphs 4 and 5 below. Any sale proceeds must be for philanthropic use or used to offset expenses to attend Good Sam related or your chapter events.

2. You may only use the Marks solely for the purposes expressly authorized in these Brand Guidelines or by Good Sam.

3. Your permission to use the Marks is limited, non-transferable, non-exclusive, and revocable.

4. You are familiar with the high standards, quality, style, and image of Good Sam, and You shall always conduct your business and use the Marks in a manner consistent with these standards, quality, style, and image. You agree that the Marks will be appropriately illustrated in all uses, and that colors and styles will never be modified.

5. Good Sam has the right to audit and will periodically review your use of the Marks to ensure compliance with these Brand Guidelines and Good Sam’s quality control standards governing use of the Marks. You agree to be bound by the current standards regarding the quality associated with Good Sam’s business, and to use the Marks in accordance with such quality standards, including using reasonable efforts to ensure that you maintain the quality and operation of your business, and conduct of your chapter activities, at least equal to the current standards prevailing in the operation of your business and Good Sam’s business, as they may be amended by Good Sam from time-to-time. You will maintain, and at Good Sam’s request provide, samples of materials bearing the Marks and used in connection with chapter activities.

6. Each year beginning in January 2024, you will provide a completed certification form to Good Sam via email to gclubsupport@goodsam.com regarding your use of the Marks for the prior year. Failure to provide this certification form when due will automatically terminate any permission related to your use of the Marks.

7. Any use of the Marks in violation of these Brand Guidelines will automatically terminate any permission related to your use of the Marks. Good Sam reserves the right to grant or deny any permission at its sole discretion and for any reason.

8. You may not use the Marks to disparage Good Sam, its products or services, or in a manner which, in Good Sam’s sole discretion, may diminish or tarnish Good Sam’s goodwill in the Marks.

9. Where possible, you will include with the use of the Marks the following: “Good Sam is a registered trademark of Good Sam Enterprises, LLC. Used with permission.”

10. All rights to the Marks are the exclusive property of Good Sam, and all goodwill generated through your use of the Marks will inure to the sole benefit of Good Sam. You will not make any claims nor take any action that is in conflict with Good Sam’s rights in, or ownership of, the Marks.

AGREED TO AND ACKNOWLEDGED BY:

Chapter Name: _____
Primary Contact Signature: _____
Printed Name: _____
Title: _____
Date: _____

CHAPTER INFORMATION:

Chapter Name:	
Primary Contact Name:	
Primary Contact’s Email and Phone Number:	
Secondary Contact’s Name:	
Secondary Contact’s Email and Phone Number:	

EXHIBIT A

Permitted Good Sam Trademark (“Mark(s)”):

Good Sam – Good Sam Design Mark



Good Sam – Smiling Sam Marks



Good Sam – Good Sam Club Marks



Good Sam – Smiling Samantha Mark

