



REGIONAL EMMY® INFO & USEAGE RIGHTS USE OF NAME AND STATUETTE IN ADVERTISING AND PUBLICITY

AWARD OWNERSHIP: Regional Emmy® Awards are presented to individuals, not to their employers. It is the individual entrant's achievement that is being judged and recognized. Ownership of the Regional Emmy® statuette is retained by the individuals and The National Academy of Television Arts & Sciences, even if an employer pays entry fees.

Recipients may not sell or give the statuette to anyone. The Regional Emmy® Award Statuette is the copyrighted and registered trademarked property of NATAS! If a recipient or the recipient's heir or successor in interest proposes to sell or otherwise dispose of the Regional Emmy® statue(ette), such persons shall be obligated to return the statue(ette) to NATAS which will retain the same in storage in memory of the recipient.

COMMEMORATIVE STATUETTES: Stations, studios and production companies may order a commemorative statuette for public display at their place of business (up to a maximum of three per winning entry). The statuette is engraved the same as the actual Regional Emmy® Award, with the word "commemorative" added on the rear of the statuette. No additional or special wording is allowed.

ADVERTISING & PUBLICITY

1. Regional Emmy® honorees or those congratulating them may at any time refer in advertising and publicity to the fact that the honoree has received a Regional Emmy® Award and may for one (1) year after an award is made, use a replica of the statuette in advertising and publicity which appears in print, by broadcast or over the Internet.

2. During each year **Regional 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 Regional Emmy® name and statuette in connection with promotional announcements for programs or broadcasters (or the like) which in fact have been awarded an Regional 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 appropriate Academy (i.e. the NATAS for Daytime Emmy®, Sports, News & Documentary, and Technology &

Engineering Emmy® presentations and other Regional Emmy® presentations and ATAS for Prime Time Emmy® and Los Angeles Area Regional Emmy® presentations), sponsors of Regional Emmy® Awards presentation may use a copy of the Regional Emmy® statuette and the Regional 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 Regional Emmy® name or statuette is permitted.

5. In the case of DVDs, videos and electronic productions, Regional Emmy® honorees and/or producers of Regional Emmy®-honored programs may reference the fact of their receiving an Regional Emmy®; however the statuette may not be used unless it is capable of being removed from all copies or transmissions within one year after the award is granted.

6. Whenever the statuette is used it should appear facing left and must be accompanied by ® at its base (denoting trademark protection). The word “Regional Emmy®” is also trademarked and whenever possible its use should appear as follows: “Regional Emmy® “. Any deviation from these instructions must be pre- approved. A copyright notice for the statuette is no longer mandatory, but when used should read “©ATAS/ NATAS”.