



ASIAN AMERICAN HOTEL OWNERS ASSOCIATION

7000 Peachtree Dunwoody Road

Building 7

Atlanta, GA 30328

(404) 816-5759 Phone

(404) 816-6260 Fax

www.AAHOA.com

AAHOA LOGO GENERAL STANDARDS & GUIDELINES

Allied Members and Founding Partner Members (individually and collectively referred to herein as "Members") are granted a limited right to use the AAHOA logo shown on this page only in compliance with these General Standards & Guidelines. This right may be revoked by AAHOA at any time. Any use by a Member of the AAHOA logo indicates that Member's agreement to abide by these General Standards & Guidelines. Improper use or abuse of the limited rights and provisions for the use of the AAHOA logo will constitute a violation of trademark law and copyright law.

Permission for limited use of the AAHOA logo is granted *only* to Members, which are companies whose membership dues have been paid in full for the current year. Business members whose memberships are not renewed have 30 days to cease publishing and distributing materials using the designated AAHOA logo. Limited usage rights will be reviewed annually.

When used by Members, the AAHOA logo must be accompanied by the additional text "*Founding Member*" or "*Allied Member*" 'wrapped' around the outside of the AAHOA logo in a font and size specified by AAHOA. AAHOA will have the exclusive right to the use of the logo which appears without the aforementioned "wrapped" text, along with the exclusive right to the use of any and all other AAHOA-proprietary trademarks or service marks.

In four-color advertising, the AAHOA logo must always appear in Pantone Matching System (PMS) 655, which is the industry designation for a particular dark shade of blue. In one-or two-color advertising, the AAHOA logo must always appear in black. Any other color must be approved by AAHOA. The outside ring containing the words "Asian American Hotel Owners Association," as well as, the double "A" in the center must be the same color. The words in the outside ring will always be white. The area around the double "A" must be either white or the same as the background against which the AAHOA logo is placed.

The use of the AAHOA logo by a Member *does not* constitute a product or service endorsement by AAHOA. The appearance of the AAHOA logo on Member's identity, collateral or advertising materials only certifies that the business is then an "Allied Member" or "Founding Member" (having fulfilled the annual membership dues requirement). The AAHOA logo must never appear larger than a Member's logo.

Members may not use the AAHOA logo on goods for promotion or resale. AAHOA will have the exclusive right to market goods for promotion or sale that bear the AAHOA logo (including the exclusive right to utilize the AAHOA logo on shirts, caps, mugs, tumblers, buttons, etc.). Members may not use the logo in any fashion which might cause others to believe AAHOA is the source of, or sponsors, endorses, or is affiliated with any goods, services or any provider of goods or services.

Members will, for so long as they use the AAHOA logo, provide goods and services of the highest quality measured by the standards of the hospitality industry. AAHOA reserves the right to review a Member's goods and services, and the use of the AAHOA logo, to ensure compliance with these General Standards & Guidelines.

Members who are members of the print, television, radio, motion picture or online media agree that they shall not, without the express prior written consent of AAHOA, disclose, disseminate or use in any manner whatsoever for any purpose whatsoever any AAHOA membership listings (including databases) or any information derived therefrom.

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Please sign on the appropriate line below to indicate your agreement with these terms. You may contact the AAHOA office at (404) 816-5759 if you have any questions or are in need of assistance concerning these AAHOA Logo General Standards and Guidelines, or any of the terms contained herein.

IN WITNESS WHEREOF, the authorized representatives of the parties have executed this Agreement as of the date last signed below.

Asian American Hotel Owners Association, Inc.

Member: _____

Member ID #: _____

Company Name: _____

By: _____
Authorized Signature

By: _____
Authorized Signature

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____

Address: _____

E-mail: _____