



**ADVERTISING POLICY**

**ROLAND SANDS DESIGN - APPAREL**

Effective July 1, 2011

In order to protect and preserve the integrity of the Roland Sands Design Apparel Brand ("RSD Brand"), we have set in place a strict advertising policy. It is our goal to provide our customers with a high valued product, along with the sales support necessary to sell that product. In order to properly position the "RSD Brand", exercising control over the advertising/marketing of the brand is critical.

Roland Sands Design and MAGnet Force, LLC reserves the right to terminate any account that advertises (electronically or in print) "RSD Brand" products without the expressed written consent and approval of RSD. Furthermore, RSD will not permit unauthorized use of "RSD Brand" logos, images, trademarks by any dealer in any manner.

----- (3 Days Advance Notice Needed) -----

**APPLICATION FOR PERMISSION TO USE LOGOS, TRADEMARKS OR IMAGES ASSOCIATED AND OWNED BY ROLAND SANDS DESIGN**

\_\_\_\_\_ (dealer name, city) requests permission on \_\_\_\_\_ (today's date) to use the Roland Sands Design (and following trademarks and images) listed below for the purposes of:

**I. TYPE OF ADVERTISEMENT OR PROMOTION**

- a)  In-store promotion/Open House
- b)  Store website
- c)  Store brochure
- d)  On-line promotion
- e)  Printed local/national mag, newsletter, advertisement      Names of publications \_\_\_\_\_

**II. LOGOS AND IMAGES REQUESTED**      Fax request to Joe (562) 594-9506 or email: [joe@rolandsands.com](mailto:joe@rolandsands.com)

- a)  RSD trademarked/copyrighted logo image B&W/color
- b)  Apparel Images
- c)  Accessory Image
- d)  Lifestyle Images

**III. FREQUENCY OF USAGE**      **Date/Year of usage:** \_\_\_\_\_

Jan to December \_\_\_\_\_ (year)

one time only \_\_\_\_\_ (date)

seasonal \_\_\_\_\_      specific months \_\_\_\_\_

Fax request back to RSD with a copy of the advertisement: **562.594.9506** ATTN: Marketing

For RSD:

\_\_\_\_\_

\_\_\_\_\_

Name/Title      Date