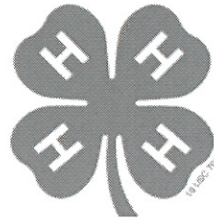




United States  
Department of  
Agriculture

National Institute  
of Food and  
Agriculture



# 4-H Name and Emblem Policy Guide for 4-H Professionals

(Revised February 2014)



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*As Cooperative Extension workers, it is our responsibility to protect and promote use of the 4-H Name and Emblem in order to reflect the educational goals and achievements of 4-H. This document is designed to assist you in carrying out this responsibility.*

# Overview

## Legislative History

The Smith-Lever Act of 1914 created the Cooperative Extension Service as a partnership between USDA, the land-grant university system and local governments. This unique federal-state-local partnership has functioned effectively for over 100 years.

4-H youth development is an integral and essential part of the total Cooperative Extension System's educational program. From the very beginning it was intended that the Cooperative Extension Service would provide for the teaching of youth. In 1912 the USDA administrators sent a letter to states indicating that the regular emblem for all labels relating to youth clubs would be the four-leaf clover. The term 4-H Club was first used by USDA in 1918 and the four-leaf clover emblem was approved in 1924. Thus, it became an official federal mark of the USDA, land-grant extension education for youth audiences. In 1948, the 80<sup>th</sup> Congress legislated the 4-H Club name and emblem as the legal title and Title 18 U.S.C. 707 was established to protect the 4-H Name and Emblem.

The legal basis for 4-H work is set forth by the intent of the United States Congress as its members drafted the original 1914 Smith-Lever Cooperative Extension Act. The Act was amended to include the words "and subjects relating thereto" in 1953. The amendment is explained in the report of the House Committee on Agriculture.

*The phrase "and subjects relating thereto" is added to the new language of the Smith-Lever Act to make certain that the new legislation will authorize all those extension activities, such as 4-H Club work, education in rural health and sanitation, and similar aspects of the manifold extension program heretofore authorized and now being carried on under existing law.*

The 1981 Agriculture and Food Act, Public Law 97-98, amended the National Agriculture Research, Extension, and Teaching Policy Act (NARETPA). NARETPA includes 4-H in its official language when describing Extension activities. This act helps to clarify that youth development, including 4-H clubs, is a program area of concern to Congress and that it has been identified as a responsibility of the USDA in cooperative research, extension, and teaching efforts. 4-H is Extension's education program for youth.

## Legislative Authority

The 4-H Youth Development Program is defined as the education and outreach component of the Cooperative Extension Services at land-grant institutions, and the U.S. Department of Agriculture (USDA). 4-H youth development programs are created and implemented by Cooperative Extension

Services as a means for the land-grant institutions to carry out responsibilities under the Smith-Lever Act, 7 U.S. Code (USC) 341. The U.S. Congress has legislated responsibility for the proper management of the 4-H Name and Emblem to the Secretary of Agriculture. The Secretary of Agriculture has delegated that authority to 4-H National Headquarters in the Division of Youth and 4-H, housed at USDA's National Institute of Food and Agriculture (NIFA). The use of the 4-H Name and Emblem is defined through 7 Code of Federal Regulations (CFR) 8. Based on 7 CFR 8, USDA does not provide authorization for use of the 4-H Name and/or Emblem outside the United States. The 4-H Name and Emblem are a Federal Mark, protected by 18 USC 707, and intended only for use within the United States.

Any questions as to the interpretation of the 7 CFR 8 are to be determined by USDA. Questions regarding the use of the 4-H Name and Emblem may be directed to [4HNE@nifa.usda.gov](mailto:4HNE@nifa.usda.gov). Further information about the use of the 4-H Name and Emblem can be found at: [http://www.csrees.usda.gov/nea/family/res/youthdev\\_res\\_emblem.html](http://www.csrees.usda.gov/nea/family/res/youthdev_res_emblem.html).

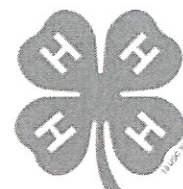
## Significance of Legislation

It is the legal responsibility of the Cooperative Extension Service and the USDA to insure the consistent and correct use of the 4-H Name and Emblem by all levels of salaried and volunteer Extension staff, 4-H participants, and authorized non-Extension entities. Equally important is the responsibility to communicate the significance of the 4-H Name and Emblem as a government owned emblem that is protected by federal statute. By using the "18 U.S.C. 707" we are fulfilling our legal obligation to correctly inform the public of the federal protections and consequences of potential misuse.

NOTE: The Cooperative Extension Service has the right to use the 4-H Name and Emblem for its own purposes in serving the educational needs and interests of the 4-H program. The authorization information in this document relates to any non-Extension entity that an Extension office or USDA might authorize to use the 4-H Name and Emblem.



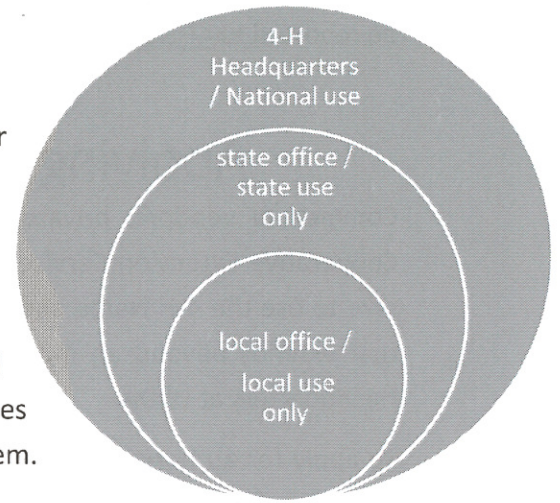
USDA is an equal opportunity  
employer and service provider.



# Authorization Responsibilities

## Providing Authorization

4-H National Headquarters at USDA is responsible for providing authorization for any use of the 4-H Name and Emblem that crosses state geographic borders. Per 7 CFR 8, authorization within a specific state is delegated to the Cooperative Extension Service office at each land-grant institution. The Division of Youth and 4-H provides national standards and support to the state and local 4-H offices responsible for using and authorizing the 4-H Name and Emblem.



*State 4-H offices (through their Extension office) are responsible for any 4-H Name and Emblem authorizations that cross local jurisdictions but are contained within the state. The term state can be interchanged with land-grant institution (1862, 1890, and 1994) and is inclusive of U.S. Territories and the District of Columbia.*

*Local 4-H offices (through delegation by their State 4-H office) are responsible for any 4-H Name and Emblem authorization limited to their local area of jurisdiction. Local may refer to a county, parish, region, or district depending upon the structure of the 4-H program within an individual state.*

## Revoking Authorization

The authorizing entity retains the right to revoke 4-H Name and Emblem authorization at any time prior to the expiration of the authorization. When the 4-H Name and Emblem is used on unauthorized goods or services, the public is misled into believing such items are affiliated with the 4-H program. The Cooperative Extension Service and USDA have a legal and ethical responsibility to ensure the “public trust” in the 4-H program.

## Reporting Violations

Accompanying the authorization to grant authorization for use of the 4-H Name and Emblem is the responsibility to see that the regulations are followed. Any alleged violation should be identified in writing accompanied by adequate documentation to the authorizing entity, or the entity that would be responsible for providing authorization if the violation related to unauthorized use. If after reviewing the facts of the alleged violation it appears that there is cause, a written notification stating the reasons for the appearance of the violations and a request to desist should be submitted to the person or company in question.

If such notification does not result in satisfactory action, the matter should then be turned over to 4-H National Headquarters who will work with the Office of General Counsel at USDA. Violations may be reported to [4HNE@nifa.usda.gov](mailto:4HNE@nifa.usda.gov).

## Applying to Become an Authorized User

Commercial vendors, private organizations, or other entities need to contact either the local Cooperative Extension Service office or the state 4-H office to determine what steps they need to take to use the 4-H Name and Emblem. Anyone wishing to use the 4-H Name and Emblem in a way that extends beyond an individual state 4-H program must seek authorization from 4-H National Headquarters at USDA.

To apply for authorization from 4-H National Headquarters, the entity seeking authorization should go to the 4-H Name and Emblem Web page and click on the link to the Web-based application. ([http://www.csrees.usda.gov/nea/family/res/youthdev\\_res\\_emblem.html](http://www.csrees.usda.gov/nea/family/res/youthdev_res_emblem.html)) When completing the application, be sure to specify how and why you plan to use the 4-H Name and Emblem and upload the documents or images as you plan to use them.

## Authorization Criteria

### Basics

Regardless of whom the authorizing entity is, all federal regulations need to be followed. The following is a brief summary of the major sections in 7 CFR 8.

Primary basis for all approvals include:

- ✓ Usage is for the educational and character building purposes of the 4-H Program
- ✓ The educational or informational uses are in the best interest of the 4-H Program
- ✓ Usage is consistent with the dignity of the 4-H Program
- ✓ Usage can be properly controlled by the Extension office
- ✓ Usage is for a specific time period
- ✓ Usage follows graphic use guidelines

**Any use of the 4-H Name and Emblem is forbidden if it exploits the 4-H Program.** The 4-H Name and Emblem cannot be used to imply endorsement of commercial firms, products, or services. Granting authorization to an individual or organization for a specific use does not signify exclusive use and does not prevent the granting similar authorization to another individual or organization for the same or similar purpose.

## Products and Services

Approval for materials and merchandise should fall into one of the following categories:

### Educational / Informational

Examples:

- Meeting Supplies  
(notebooks, pens, etc.)
- Flags
- Curricula

### Recognition

Examples:

- Ribbons
- Trophies
- Plaques
- Certificates
- Pins

### Character Building / Belonging

Examples:

- Clothing
- Bags
- Magnets
- Stickers
- Jewelry

Authorization is required for the manufacturing, selling, and distribution of products or services using the 4-H Name and Emblem. This includes sales or re-sale of 4-H products and other paraphernalia by individuals. A non-endorsement statement must accompany the use of the 4-H Name and Emblem on products and services.

*"No endorsement of this product or service is granted or implied by 4-H."*

The following types of products will **NOT** receive authorization to use the 4-H Name and Emblem.

Note: This list is subject to revision.



## Media

Authorization is not required to use the 4-H Name and Emblem in exhibits, displays, etc. that are designed primarily to pay tribute to the 4-H Program. Authorization is not required to use the 4-H Name and Emblem in print and non-print media such as newspapers and periodicals **when such use is primarily for educational or informational purposes**. All 4-H Name and Emblem standards for proper use must still be followed.

All other uses of the 4-H Name and Emblem in any media format require authorization and a non-endorsement statement must be used. Any use of the 4-H Name and Emblem in the production of books, publications, films, audio-visual materials, websites and other technologies are subject to review in both initial proposals and final drafts.

### Approval for PRINT and NON-PRINT media must meet the following criteria:

- ✓ The 4-H Name and Emblem **must be clear, distinct, and set apart** from any commercial product message or reference when the media is part of or relates to promotional materials (example: fundraising activities, special events, etc.).
- ✓ The 4-H Name and Emblem cannot be integrated into or joined with other company logos/images to create a larger design.
- ✓ The materials cannot include any commercial product or service testimonials or preferences by anyone associated with the 4-H program.

Permission to use the 4-H Name and Emblem is not required when the 4-H Name and Emblem is used to link to an official 4-H website in keeping with the policies and guidelines in this document. In those situations, the following disclaimer should be used:

*“No endorsement of this website is granted or implied by 4-H. This site contains advertisement links to third party sites. 4-H is not responsible for the information found through these links, nor does it endorse the sites or their content.”*

## Fund Raising

In seeking private support for 4-H programs, state and local extension officials must insure that the funds are given and used in accordance with 7 CFR 8 and follow all 4-H Name and Emblem policies for use. The development of private support that uses the 4-H Name and Emblem may be carried out for specific educational purposes. Such activities, programs, and association of the 4-H Name and Emblem with products and services for such purposes must have the appropriate approval (local,





state, or national level). All fund development efforts must follow federal and state laws, and any related policies of the land-grant institution connected with the effort.

**All profits must be used to further 4-H educational programs.**

**In connection with 4-H fundraising purposes, the following disclaimer statement must be used on promotional materials for products or services offered for sale:**

*“No endorsement of the product or service by 4-H is implied or intended. Profit from this fundraiser will be used to support 4-H educational programs.”*

Fundraising activities using the 4-H Name and Emblem may be carried out for educational purposes, but these activities must have the approval of the appropriate authorizing entity. – Local activity requires local approval; statewide activities require state approval; multi-state or national activities require 4-H National Headquarters approval in partnership with National 4-H Council. All monies received from 4-H fundraising programs, except those necessary to pay reasonable expenses, must be used to support the 4-H educational program.

Approval for Fundraising (sales or non-sales) should fall into one of the following categories and actions:	
<p><b>Local or State</b></p>  <p>confer with the state 4-H leader</p>	<p><b>Multi-state or National</b></p>  <p>confer with National 4-H Council<sup>^</sup></p>

<sup>^</sup>National 4-H Council partners with 4-H National Headquarters to provide fundraising support. 4-H Name and Emblem authorization must still be obtained from 4-H National Headquarters at USDA.

The monies received and the expenses paid at auctions or similar fundraising sales events connected to 4-H are subject to federal tax laws and Internal Revenue Service (IRS) regulations. Due to the complexity of IRS regulations, all 4-H members, organizations, and contributors involved in these sales and events are strongly encouraged to seek guidance from their tax advisors regarding their specific accountability and situation.

## Sponsorships

Donor or sponsor identification and involvement with a 4-H contest, awards program, or event will be approved only as a result of an agreement between the Cooperative Extension office receiving the

support and the donor or sponsor. The agreement needs to define the type of award, purpose of the award, criteria on which the award will be given, and/or the rules and regulations under which a contest or awards program shall be conducted. Donors of 4-H awards or sponsors of a 4-H contest cannot require the use of or refer to specific brand name products or services as criteria for an award or in conducting a contest. Donors or sponsors should not be referred to as the “official” donor or sponsor of 4-H as it implies both endorsement and exclusivity.

Any sponsor, donor, organization, individual, or group wishing to partner with the Cooperative Extension Service in sponsoring an award or contest shall receive authorization to use the 4-H Name and Emblem from the appropriate extension office in their geographical area of responsibility prior to issuing any publicity or promotional materials related to the award or contest. A state organization that accepts donations and sponsorships using the 4-H Name and Emblem at the state level, should inform the donor that such authorization is for that state only and that multistate support requires authorization from NIFA’s Division of Youth and 4-H.

**In connection with sponsorships or donations, the following disclaimer statement is to be used:**

*“ \_\_\_\_\_ is a sponsor/donor of the [The name of a specific club, county, or state may be inserted here to identify the 4-H program being supported.] 4-H Youth Development program and has provided funding, goods, or services in support of 4-H. Acceptance of this sponsorship/donation does not imply endorsement by 4-H of any firm, product, or service.”*

## Partnerships

The 4-H Name and Emblem may be used in conjunction with the names, emblems, and word marks of other organizations and programs when 4-H is a partner, co-author, or in some other official relationship that includes a written agreement. The nature of the relationship among the organizations or programs should be clearly defined and include a non-endorsement statement. The 4-H Emblem should be given prominence consistent with its role in the relationship.

To avoid the appearance of endorsement of a program, product, or service, the 4-H Emblem may not be incorporated into a larger design of a program, product, or service that is protected by trademark, service mark, copyright, or other similar laws. It is not acceptable to incorporate the 4-H Emblem into any other organization’s logo or emblem. The 4-H Emblem should not be used or integrated into a larger design in such a manner that it becomes difficult to recognize or distinguish, or that is not consistent with the graphic guidelines for use of the 4-H Emblem.

The authority for determining the proper display and use of the 4-H Emblem rests with the authorizing entity. The authorizing entity retains the right to revoke 4-H Name and Emblem authorization at any time prior to the expiration of the authorization.

# Guidelines

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## Introduction:

On May 17, 1985, the Secretary of Agriculture approved newly revised regulations governing the use and authorization of the 4-H Name and Emblem, as published in the Federal Register on August 2, 1985. In addition, there was an amendment to these regulations published in the Federal Register on March 17, 1987. These regulations serve as USDA's policy statement on the use of the 4-H Name and Emblem and are outlined on the preceding pages.

To assist Cooperative Extension workers at all levels in interpreting these regulations, the following set of guidelines was developed by a national committee. The committee included members of USDA, Cooperative Extension Service, and National 4-H Council. These guidelines were formally approved by the Extension Committee on Organization and Policy in February 1986. The guidelines were reviewed and re-affirmed in September of 2000.

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## 4-H Name Guidelines

The official 4-H Name includes 4-H, 4-H Youth Development, or 4-H Youth Development Program. When using the term "4-H" it must conform as follows:

- Numeral "4" separated from a capital "H" with a hyphen (not a dash, slash, or space).
- It is well documented in English usage, as well as in the most familiar style manuals, that you should never begin a sentence with a numeral. To comply with this rule, you would need to begin a sentence using "Four-H." This language rule, however, is contrary to the regulations set down for use of the 4-H Name and Emblem; if such a situation arises in writings, it is far better to re-word the sentence slightly to avoid the language rule. An exception to this would be in writing news headlines where the 4-H name would be better served by using the familiar numeral-hyphen-letter combination to provide instant recognition.
- Avoid separation of any of the elements of the 4-H Name at the end of sentences. This can sometimes be difficult because some software programs override user commands. Often, these overrides do not become visible until after printing or posting to a Web page: careful scrutiny of text after trial printing or posting is advised.
- Do not use the 4-H Emblem in place of the word "4-H" in a title or text.

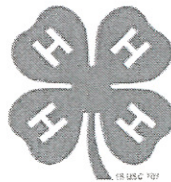
# 4-H Emblem Guidelines

## Basics

The official 4-H Emblem is a four-leaf clover with a letter “H” in each leaf and the stem turned to the right. The Emblem may be two-dimensional (flat) or three dimensional (with shadows that show depth and perspective). Authorized users of the 4-H Emblem must ensure the following:

- ✓ They have obtained the **official** 4-H Emblem and are using it in its entirety.
- ✓ They do not “flip” the image to create a framed look. The stem on the 4-H Emblem **must** point to the right as you look at the image.
- ✓ They are familiar with resizing graphics through the software application being used, and do not distort or warp the dimensions of the Emblem.
- ✓ The 4-H Emblem is never used to imply endorsement.
- ✓ They follow the graphic use guidelines outlined in this document, or for questions or clarifications, contact [4HNE@nifa.usda.gov](mailto:4HNE@nifa.usda.gov).



- Ⓢ **Use the whole Emblem.** The 4-H Emblem should always appear in its entirety—meaning it should always appear as a whole and complete image.



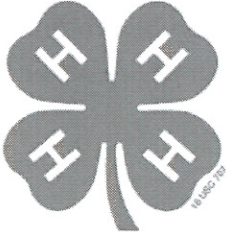
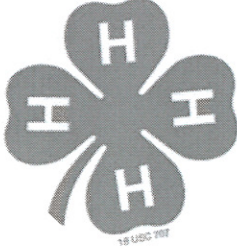
- Ⓢ **Do not remove any leaves.** The leaves cannot be removed or have another image superimposed over the top of any of the leaves. Other images should be moved and appear completely separate from the 4-H Emblem. This also means you should not “cut off” a leaf by running it off the edge of the paper in print media or other designs.

Appropriate Use	Inappropriate Use
The image shows the 4-H Emblem (a four-leaf clover with 'H' in each leaf and stem pointing right) and a separate logo of a horse's head. Both are shown in a flat, two-dimensional style. The 4-H Emblem has a small copyright notice "18 USC 707" at the bottom.	The image shows the 4-H Emblem with a horse head logo superimposed over the bottom-right leaf. This is an inappropriate use because it obscures the 'H' in the leaf and the shape of the leaf itself. The 4-H Emblem has a small copyright notice "18 USC 707" at the bottom.



- Do not place text or other images over or on top of the 4-H Emblem.** The 4-H Emblem should not appear screened or watermarked under words or graphics. No photo, drawing, symbol, word, or other figure or object may be placed on or obscure the 4-H Emblem.

Appropriate Use	Inappropriate Use
 <p>The 4-H Emblem is shown in its standard upright orientation. Below the emblem, the text "4-H Kid's Club" is printed in a clean, sans-serif font.</p>	 <p>The 4-H Emblem is shown with the text "4-H Kid's Club" overlaid across its center, partially obscuring the leaves and the 'H's.</p>

- Keep it upright.** The 4-H Emblem should not be rotated or turned on its side. There are some exceptions, such as on fabric where the emblem is scattered randomly across the fabric or in other random designs. Any exceptions must be approved by the authorizing entity.

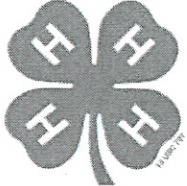

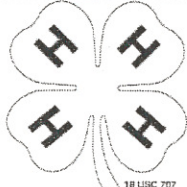

Appropriate Use	Inappropriate Use
 <p>The 4-H Emblem is shown in its standard upright orientation.</p>	 <p>The 4-H Emblem is shown rotated 90 degrees clockwise, so the stem is horizontal and the leaves are vertical.</p>

- Distortion and Proportion.** The appearance, shape, and proportion of the 4-H Emblem should never be distorted to fit in an imprint space. Do not make the 4-H Emblem longer, taller, wider, angled, or squarer. Do not alter the shape in any way. The overall size of the 4-H Emblem may be changed, but the proportions must remain intact.

Appropriate Use	Inappropriate Use
 <p>The 4-H Emblem is shown in its standard upright orientation.</p>	 <p>The 4-H Emblem is shown distorted, appearing as a long, thin, horizontal shape with a curved stem, which does not maintain its original proportions.</p>

- Ⓢ **Color.** The 4-H Emblem should never be screened, shaded, gradated, or appear in a multi-colored hue. **Graphic Designers: The official color is 100% PMS 347 green.**

The clover can be green, white, black, or metallic gold. Below are the official guidelines for each color clover:

	<p>The "H's" on the green clover can be white, black, metallic gold, or reversed out to the color of the paper (or medium) on which the emblem is printed.</p>
	<p>The H's on the black clover can be white or reversed out to the color of the paper (or medium) on which the emblem is printed.</p>
	<p>The H's on the white clover can be black, green, or reversed out to the color of the paper (or medium) on which the emblem is printed.</p>
	<p>The H's on the metallic gold clover can be white, black, metallic gold (when embossed) or reversed out to the color of the paper (or medium) on which the emblem is printed.</p>

**One-color printing** requires either PMS 347 green or black. For commercial applications, the "18 U.S.C. 707" notice should be the same color as the clover leaves. Black is the only acceptable alternative to green for one-color printing.

**Two-color printing** - Only PMS 347 green may be used for the leaves and "18 U.S.C. 707" notice—the H's will be reversed out of the PMS 347 to be white or the color of the media on which the emblem is printed. The H's may also be printed in metallic gold (PMS 873) on a green background.

**Four-color process (full color printing)** - In four-color process printing, PMS colors are approximated using a particular combination of the standard four-color process printing inks. The four-color process percentages required to match 4-H's PMS 347 green are: cyan 100%, magenta 0%, yellow 90%, and black 0%. There is no PMS equivalent to PMS 873.

**Video and Computer Screen Colors (Electronic Media)** - The colors transmitted by electronic media are created using precise combinations of RGB (red, green, blue). The correct RGB values for the 4-H green are: R=51, G=153, B=102. No other colors are acceptable.

For exceptions to the guidance provided regarding color, please contact the appropriate authorizing entity.

## Artistic

The 4-H Emblem can be used for materials such as jewelry or fine art and may be made of metal (e.g. copper, bronze, gold, or silver), glass, leather, or wood without conflicting with the color specifications for the 4-H Emblem. Ceramic, plaster, paper, fabric, or any materials that are colored or painted must comply with the color specifications and all other guidelines.

Use of the emblem on fabric, whether painted, screen printed, embroidered, appliquéd, or some other technique, must accurately represent the 4-H Emblem in authorized colors and adhere to all other use guidelines.

The 4-H Emblem is not open to reinterpretation or reconfiguration, regardless of its intended use, including the development of materials such as jewelry, sculpture, signage, crafts, or other fine art.

## Animation

Animation of the 4-H Name and Emblem is allowable provided that the animation is in keeping with the guidelines in this document, and that at the end point of the animation (where the animated loop stops or begins to repeat if an ongoing loop), the 4-H Emblem appears in a manner that meets all guidelines for its use.

Animation may also show the 4-H Emblem on a waving flag, on a float that is partially hidden by crowds watching a parade, being placed in a box or behind a curtain, twirling as it “dances”, “separating” as it forms the doors opening to welcome you to the 4-H Program, be partially hidden as it forms the backdrop for a youth speaking about 4-H, slowly come into focus or formation as the 4-H Emblem from an amorphous or other background, or completing itself as the clover leaves are added one by one to form the 4-H Emblem and each H is explained. In each of these cases, the 4-H Emblem may be temporarily blocked, in whole or in part, or have its shape altered. The end point of the animation must still comply with the guidelines.

# Appendix

## Title 18 U.S.C. 707 (June 25, 1948)

Public Law 772 – 80<sup>th</sup> Congress  
Chapter 645-2d Session  
(H.R. 3190)

Whoever, with intent to defraud, wears or displays the sign or emblem of the 4-H clubs, consisting of a green four-leaf clover with stem, and the letter H in white or gold on each leaflet, or any insignia in colorable imitation thereof, for the purpose of inducing the belief that he is a member of, associated with, or an agent or representative for the 4-H clubs; or Whoever, whether an individual, partnership, corporation or association, other than the 4-H clubs and those duly authorized by them, the representatives of the United States Department of Agriculture, the land grant colleges, and persons authorized by the Secretary of Agriculture, uses, within the United States, such emblem or any sign, insignia, or symbol in colorable imitation thereof, or the words "4-H Club" or "4-H Clubs" or any combination of these or other words or characters in colorable imitation thereof - Shall be fined under this title or imprisoned not more than six months, or both. This section shall not make unlawful the use of any such emblem, sign, insignia or words which was lawful on the date of enactment of this title.

## Authorization Approval Text (Example)

This is to advise you that the <Authorizing Entity> has extended authorization to <Company> to use the 4-H Name and/or Emblem on <Specific Items> for a period of <Time> from the date of this letter. Conditions of this authorization are based on the information submitted by you on the application for authorization received by our office.

We reserve the right to review, inspect or withdraw authorization at any time for violations in the use of the 4-H Name and/or Emblem or variances to the information submitted in the application. All uses of the 4-H Name and/or Emblem must serve the educational needs and interests of 4-H youth.

The 4-H Name and Emblem are protected by federal statute. For all print materials and other items where it is feasible, the words "18 U.S.C. 707" must be used as an integral part of the 4-H Emblem. For additional information about use of the 4-H Name & Emblem, visit [http://www.csrees.usda.gov/nea/family/res/youthdev\\_res\\_emblem.html](http://www.csrees.usda.gov/nea/family/res/youthdev_res_emblem.html) to review regulations and to access a copy of the 4-H Name and Emblem Graphic Standards.



## Authorization Denial Text (Example)

This letter is in response to your request for use of the 4-H Name and Emblem on “<item name>.”

The 4-H Name and/or Emblem are federally protected by the provisions of 18 U.S.C. 707, and are entrusted by Congress to the Secretary of Agriculture for the educational purposes of the 4-H Program. The 4-H Name and Emblem is a highly valued mark that has been granted unique and special status, in the same category of the Olympic Emblem or Presidential Seal. This federal protection makes it a mark into and of itself with protection that exceeds the limited authorities of trademark and copyright.

The Secretary of Agriculture has delegated responsibility for the proper use of the 4-H Name and/or Emblem to <Authorizing Entity> as part of a partnership between Cooperative Extension Service and the United States Department of Agriculture (USDA). This U.S. Code states that whoever, without proper authorization, uses the "emblem or any sign, insignia, or symbol in colorable imitation thereof" is subject to criminal penalties.

We have reviewed your request in light of federal legislation and regulations regarding authorization and use of the 4-H Name and Emblem (18 U.S.C. 707 and 7 CFR 8), which, primarily, are for the 4-H Youth Development Program and for which can be properly controlled by the Cooperative Extension Service. We have determined your request cannot be approved for the following reason:

<Explanation>

While we appreciate your interest in the 4-H Youth Development Program, we will not be able to approve this request for authorization.

## Authorization Revocation Text (Example)

It has come to our attention that your company is [STATE USE OR ACTION]. **That** use of the 4-H Name and Emblem violates federal legislation and regulations and the conditions upon which we had provided you authorization.

The 4-H Name and Emblem is a Federal mark, protected by 18 U.S.C. 707, and is entrusted by Congress to the Secretary of Agriculture. The Secretary of Agriculture has delegated proper use of the 4-H Name and/or Emblem to 4-H National Headquarters at the U.S. Department of Agriculture’s National Institute of Food and Agriculture (NIFA). The 4-H Name and Emblem is a highly valued mark that has been granted special and unique status, in the same category of the Olympic Emblem or Presidential Seal. This federal protection makes it a mark into and of itself with protection that exceeds the limited authorities of trademark or copyright. This U.S. Code states that whoever, without proper authorization, uses the “name or emblem or any sign, insignia, or symbol in colorable

imitation thereof" is subject to criminal penalties.

NIFA delegates authorization for use of the 4-H Name and Emblem to the Cooperative Extension Service, including the Land Grant Institutions for their 4-H Youth Development Programs, including chartered 4-H clubs. That authorization does not extend to parents, volunteers, vendors, or other individuals or organizations. Further, authorization to use the 4-H Name and Emblem, when granted, are for uses that NIFA determines are in the best interests of the 4-H program and can be properly controlled by the Cooperative Extension Service. Regulations indicate that use of the 4-H Name or Emblem shall never be used in association with products and services when such use endorses, or appears to endorse, a firm, product, or service.

Based on the protection afforded the 4-H Name and Emblem by 18 U.S.C. 707 and the related Federal regulations, **we are revoking your authorization and you must IMMEDIATELY CEASE AND DESIST** from using the 4-H Name in any manner that includes, but is not limited to, the marketing and/or sales of products, services or programs displaying the 4-H Name or Emblem.

## Violation of Use Text (Example)

You may not be aware but the 4-H Name and/or Emblem is a federally protected mark, protected by the provisions of 18 U.S.C. 707, and is entrusted by Congress to the Secretary of Agriculture. The 4-H Name and Emblem is a highly valued mark that has been granted unique and special status, in the same category of the Olympic Emblem or Presidential Seal. This federal protection makes it a mark into and of itself with protection that exceeds the limited authorities of trademark and copyright.

The Secretary of Agriculture has delegated responsibility for the proper use of the 4-H Name and/or Emblem to the 4-H National Headquarters within the National Institute of Food and Agriculture in the Department of Agriculture (USDA) with rights and oversight granted to the Cooperative Extension Service for in-state use. This U.S. Code states that whoever, without proper authorization, uses the "4-H name or emblem or any sign, insignia, or symbol in colorable imitation thereof" is subject to criminal penalties.

Based on the protection afforded the 4-H Name and/or Emblem by 18 U.S.C. 707 and the related Federal regulations, we are officially informing you that using the 4-H Name and/or Emblem in any manner which includes, but is not limited to, the prohibition of marketing and/or sales of products, services, or programs displaying the 4-H Name and/or Emblem. Please apply for authorization to use the 4-H Name and Emblem or remove the 4-H items from your product promotion.

For additional information about use of the 4-H Name and Emblem, visit [http://www.csrees.usda.gov/nea/family/res/youthdev\\_res\\_emblem.html](http://www.csrees.usda.gov/nea/family/res/youthdev_res_emblem.html) to review regulations or to apply for authorization. Thank you for your cooperation.

## 4-H Charters

Per 7 CFR 8, 4-H clubs and groups that have been officially recognized are authorized to use the 4-H Name and Emblem. Official 4-H Charters are the only documentation that officially recognize clubs and groups as 4-H. State and local charters that do not include a USDA signatory, are not considered official 4-H Charters.

Chartered 4-H clubs and affiliates are authorized to use the 4-H Name and Emblem:

- For their own educational and or informational purposes
- On materials that are originated, requested, purchased, distributed, or sold by them within their local area (cannot cross state borders without national authorization)

The 4-H Charter, a template provided to state 4-H offices by the U.S. Department of Agriculture (USDA) and signed by the Secretary of Agriculture's designated representative, is the only document that officially recognizes a 4-H Club and authorizes that club to use of the 4-H Name and Emblem.

State 4-H offices are expected to maintain documentation on the issuance of 4-H Charters to 4-H clubs within their respective states. Charters should be issued when establishing a 4-H club. For those 4-H clubs that have been long established and verification of a valid Charter is not available, issuance of a new 4-H Charter is necessary. Expirations dates of the 4-H Charter, if used, are determined by the State 4-H office issuing the Charter.

4-H Charters represent agreements within the context of the overall 4-H Program. 4-H Charters have a two-fold purpose –

- 1) it is an agreement by the club with USDA on the proper use of the 4-H Name and Emblem; and
- 2) it is an agreement by the club with the land-grant institutions' state or local 4-H extension office to follow and abide by all state and local 4-H policies, procedures, and other requirements.

A 4-H Charter is required for any 4-H club to use the 4-H Name and Emblem. 4-H Charters do not qualify a 4-H club as a legal entity according to state government or business policies and definitions. Moreover, 4-H Charters do not allow a recognized 4-H club to share their rights and privileges, like

the use of the 4-H Name and Emblem, with any other person, group, or business.

State and local 4-H offices are to ensure that all uses of the 4-H Name and Emblem adhere to the federal guidelines. 4-H offices are to notify NIFA's Division of Youth and 4-H of any improper use that falls outside of their local and state jurisdiction. The authorizing entity retains the right to revoke 4-H Name and Emblem authorization at any time prior to the expiration of the authorization.

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Affiliated organizations (such as foundations, councils, camps, etc.) obtain their official recognition and authorization to use the 4-H Name and Emblem through a memorandum of understanding/partnership agreement or other appropriate document between the organization and the land-grant institutions' state or local 4-H extension office.

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