



CCBA TRADEMARK AND LOGO LICENSE AGREEMENT

1. Subject to the terms and conditions of this Agreement, California Craft Brewers Association ("CCBA") hereby grant _____ ("Company") a limited license to use the CCBA trademark and/or logo ("Logo"). Company is entitled to use the Logo for the period of active membership with the CCBA, expiring at the termination of membership. Company's use of the Logo shall be limited to the following specific purposes ("Licensed Activities"): a) The CCBA Logo may be used in Sponsor print and digital advertisements and on Sponsor website. The logo may not be used—unless specified in Sponsor or exhibitor contract—on product packaging or salable merchandise. All usages are subject to CCBA review and approval. b) The Logo may not be used for mass email marketing campaigns. The Logo may be used in individual email communications. However, must not be made to appear to be coming from the CCBA or CCBA sponsored event.
2. This limited license is a) personal to Company and non-transferable and non-assignable by Company; and b) non-exclusive and royalty-free. Any rights not expressly granted in this Agreement remain with CCBA. All goodwill arising from use of the Logo by Company shall belong exclusively to CCBA.
3. CCBA shall provide Company with an electronic version of the Logo. Prior to any use of the Logo, Company shall submit a proof of each proposed use of the Logo ("Proof") to the CCBA for review and approval. Company shall make no use of the Logo until after receiving approval from the CCBA, and Company shall only use the Logo in the form and manner of the approved Proof. If Company desires to make any changed use of the Logo during the term of this Agreement, it must first submit a Proof of such new use and obtain approval in the same manner describe in this Section. The CCBA Logo includes the words and design elements and should appear exactly as it appears in the art supplied by the CCBA. The Logo may not be changed in any manner.
4. CCBA may terminate this Agreement at any time and for any reason in its sole discretion by giving Company written notice of such termination. Reasons for such termination may include, without limitation, breach of any provision of this Agreement. Upon termination or expiration of this Agreement, Company shall immediately discontinue use and shall make no further use of the Logo.
5. Company shall only use the Logo in connection with Licensed Activities and shall make no use of any other trademarks of CCBA in connection with any goods or services. In connection with its use of the Logo and all Licensed Activities, Company shall a) comply with all applicable laws and regulations; b) comply with all quality control requirements established by CCBA; c) not engage in any activity that reflects unfavorably upon CCBA.
6. CCBA grants this license with no representations or warranties of any kind. Company shall defend, indemnify and hold CCBA, its members, staff and directors harmless from and against any and all claims, damages, liabilities and other costs (including attorney's fees) asserted against or incurred by CCBA due to Company's use of the Logo.

Company:

Print Name: _____

Signature:

Scan and email completed form along with a peg or png file of your company logo to:
scott@californiacraftbeer.com