

INVESTMENT ADVISER ASSOCIATION

Policy for Member Use of IAA Logo

The Investment Adviser Association's ("IAA") trade name and logo are the sole property of the IAA. However, the IAA may grant a limited nonexclusive license to use the IAA trade name and logo to members in good standing under the terms and conditions set forth below.

Members in good standing are authorized to use the IAA trade name and logo for the sole purpose of accurately and truthfully identifying their membership in the IAA. The IAA's grant of a limited license to use the IAA trade name and logo for this purpose does not imply that the member is in any way an agent of the IAA or that the IAA in any way approves or endorses its member or any product or service provided by the member. Members shall not use the IAA trade name or logo in any way that implies such IAA approval or endorsement.

The right to use the IAA trade name or logo shall terminate and be revoked upon a member's failure to remain in good standing, in the event of misuse by the member as determined by the IAA in its sole discretion, or any breach of this or any other policy or rules of the IAA. Upon such termination and/or revocation, the member will promptly eliminate the use of the IAA trade name and logo from all materials in any format, including electronic, regardless of whether such materials are pre-printed or pre-existing at that time.

To ensure consistent and proper use, members may only use the IAA's trade name and logo as provided by the IAA without alteration.

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