

Agreement for Use of VHMA Business Alliance Partner Logo

VHMA restricts the use of the Business Alliance Partner (BAP) logo as stated in the following policy:

The Veterinary Hospital Managers Association (VHMA) – Business Alliance Partner logo is the property of VHMA. However, VHMA grants a license to use the BAP logo to its BAP program participants in good standing. Only BAP program participants who have maintained their BAP program status can use the BAP logo. BAP program participation is renewed annually. BAP program participants are NOT authorized to use any other logo or trademark that is the property of VHMA.

BAP program participants in good standing are authorized to use the BAP logo for the purpose of identifying their program participation and status. The BAP logo may NOT be used in any manner to imply that a BAP program participant is in any way an agent of BAP program or the VHMA or that the BAP program or the VHMA in any way warrants, approves, or endorses the BAP program participant or any product or service provided by the BAP program participant.

The BAP logo is intended for educational purposes only. VHMA retains the right to review and approve in advance all uses of the BAP logo.

The BAP program participant shall use the BAP logo representative of their BAP program status.



The right to use the BAP logo shall terminate and be revoked upon the BAP program participant's failure to remain in good standing, in the event of misuse by the BAP program participant as determined by VHMA, or any other breach of this Policy for Use. Upon such termination and/or revocation, the BAP program participant will eliminate the use of the BAP logo from all materials regardless of whether such materials are preprinted or pre-existing at that time.

Legal action will be taken against anyone who uses the BAP logo in violation of the above policy.