



Mandatory AASA LeafMark™ Usage Guidelines for Registered Products

Updated November 2014

All capitalized terms shall have the meanings set forth in the applicable Licensing Agreement between a REGISTRAR and the Automotive Aftermarket Suppliers Association (AASA), the Registered Manufacturer Agreement, and the documents related to REGISTRAR's registration process.

A. AASA Leafmark™

The Motor and Equipment Manufacturers Association owns the following certification trademarks:



B. Permissible Uses of the AASA Leafmark™

Registered Manufacturers may use the AASA Leafmark™ **only for Registered Products** on the products themselves, on packaging and labels, and in advertising, promotional, and sales materials, provided that such use complies with all applicable federal and state laws and regulations, and does not mislead consumers as to the source of the products or the Registered Manufacturer's relationship with AASA, MEMA and/or REGISTRAR.

C. Prohibited Uses of the AASA Leafmark™

1. DO NOT use the AASA Leafmark™ on business cards, letterhead, or invoices.
2. DO NOT use the AASA Leafmark™ in advertising that is false or misleading.
3. DO NOT use the AASA Leafmark™ on or in connection with any defamatory, scandalous, or other objectionable materials.
4. DO NOT use the AASA Leafmark™ to disparage AASA, MEMA, NSF, or any related companies or their products or services.

D. Usage Guidelines

1. Appearance of the Leafmark™

- a. The shape of the marks must look exactly as they are shown above. Embossing is permitted, but shadow effects, gradation, decorative patterns, or any decorative elements are not.
- b. The marks should be presented consistently. The following general guidelines apply:
 - DO NOT distort a logo for artistic purposes.
 - DO NOT enclose a logo in a design that alters the look of the logo.
 - DO NOT place photographs, lines, markings or artwork across or over a logo.
 - DO NOT place copy over or too closely around the logo to clutter it.
 - DO use the corresponding trademark symbol ™ according to the rules set forth below.

2. Size of the Leafmark™

The marks may appear in any size, but must be noticeable and in the exact proportions as shown above.

3. Color of the Leafmark™

The marks may be represented in any single color, including a hologram effect. They must be clearly visible against their background.



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4. **Location of the Leafmark™**

The marks must prominently appear on the product packaging or labels, or as otherwise required by applicable laws and regulations.

5. **Clear Zone of the Leafmark™**

The marks must be displayed separately from, and cannot be co-joined, superimposed or combined with, any other trademarks.

6. **Trademark Notices**

The “TM” symbol™ must be displayed on the right side of the mark (oriented to the top of the mark shown above). It must appear in a sufficiently visible size, but should be smaller than the mark itself. Unless notified by REGISTRAR, Registered Manufacturers **MAY NOT** replace the “TM” symbol on the right side of the mark with the registration symbol “®”.

7. **Attribution**

For promotional materials, including websites, marketing literatures and advertisements, always include attribution within the credit notice section of materials with the following format: “The LeafMark™ is a trademark of The Motor and Equipment Manufacturers Association.”

8. **Educational and Promotional Use of the Leafmark™**

MEMA recognizes that the LeafMark™ will be used for promotional and educational purposes by other stakeholders, such as state and local government agencies, trade associations and non-governmental organizations. In order to maintain the integrity and intended use of the marks, MEMA requires written permission requesting to use the marks in any fashion other than the process as outlined in Section B of the AASA Leafmark™ usage guidelines for registered products. MEMA also has the right to approve such usage of the Leafmark™ before the collateral is used or distributed.

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Copper Free Brakes Initiative:

<http://www.copperfreebrakes.org>

LeafMark™ Questions or Written Requests

Automotive Aftermarket Suppliers Association

ATTN: Brake Manufacturers Council

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