

## **Intellectual Property Use For Businesses**

Calcutta Mercy has in place important guidelines for the use of our brand, logo and intellectual property. We appreciate all our supporters to help enforce these guidelines.

### **GIFTS IN KIND**

Calcutta Mercy is grateful to all of the organizations who donate gifts in kind to our organization. If you'd like to make a gift in kind donation, please contact us at [info@calcuttamercy.org](mailto:info@calcuttamercy.org).

### **DONATING SALES OF PRODUCTS OR SERVICES**

To maintain the integrity and consistency of our messaging, there are certain limitations to using the Calcutta Mercy name, logo, and website when donating a portion of the sales of a product or service. Donating a portion of sales from your products and services cannot give the appearance of creating an endorsement, approval, sponsorship, partnership, affiliation or recommendation of any product or service by Calcutta Mercy.

### **WHAT CONSTITUTES A PARTNERSHIP?**

Calcutta Mercy enters into official partnerships with companies who have a strong commitment to our mission. A corporate partnership with Calcutta Mercy represents an initial significant financial contribution. To honor our official corporate partnerships, we ask that all other companies and individuals please refrain from using any language containing the words "partner" or "partnership" when referring to their support of Calcutta Mercy.

### **USING THE CALCUTTA MERCY NAME**

The Calcutta Mercy name may be used only to describe where donated funds are designated, but may not be used to promote any product or service. Furthermore, the Calcutta Mercy name may not be placed on any products or product packaging. Please do not place the Calcutta Mercy name in greater prominence than the company or product benefiting Calcutta Mercy on any promotional materials or websites. Companies and individuals must clearly state the percentage or the exact amount of the purchase (dollars and cents) that will be donated. For example, you may say, "XX% of the proceeds from this sale will benefit Calcutta Mercy, a non-profit organization on a mission to feed, educate, and medically assist the poor in Calcutta, India."

### **USE OF THE CALCUTTA MERCY LOGO**

Use of the "Calcutta Mercy logo" is strictly prohibited outside of official partnerships.

### **USE OF CALCUTTA MERCY IMAGES**

Businesses are encouraged to include Calcutta Mercy designed banners and posters on their website. All other uses of Calcutta Mercy images, photos, and graphics are strictly prohibited outside of official partnerships.

### **SPONSORSHIP OR ENDORSEMENT OF CAMPAIGNS**

Calcutta Mercy exercises complete discretion when choosing to promote individuals, campaigns or companies through any of our social media platforms and is not able to accommodate individual requests for promotion.

### **APPROPRIATED USE**

The Calcutta Mercy name cannot appear on any websites including content or advertising for tobacco, political material or firearms. We will not allow our name to be associated with any product or service that is obscene, pornographic, violent, intolerant, tasteless, denigrating or sexually oriented.

**CALCUTTA MERCY RESERVES THE RIGHT TO REFUSE THE USE OF THE CALCUTTA MERCY NAME OR MARKS AT ANY TIME.**

## **Intellectual Property Use For Individuals**

Calcutta Mercy firmly protects our brand, logo and intellectual property. We appreciate the full cooperation of our fundraisers to help enforce these guidelines. This document is applicable to all individual fundraisers, churches, schools, and community organizations.

### **USE OF THE CALCUTTA MERCY NAME**

Individual Fundraisers are permitted to use the Calcutta Mercy name in promotional materials, signs, and websites. The Calcutta Mercy name may not be used to imply a partnership, sponsorship or endorsement of any event, group or fundraiser. If tickets, services or goods of any kind are being sold that will benefit Calcutta Mercy, the Fundraiser must clearly state the percentage of purchase price or the exact amount (dollars and cents) that will be donated. You may say that “XX% of the proceeds from this sale will benefit Calcutta Mercy, a non-profit organization on a mission to feed, educate, and medically assist the poor of Calcutta, India.” The Calcutta Mercy name and marks cannot appear on any merchandise nor in any work of audio or visual art. The Calcutta Mercy name should never be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

### **USE OF THE CALCUTTA MERCY LOGO**

The use of the official Calcutta Mercy logo is prohibited outside of official partnerships. Individual Fundraisers are granted a non-exclusive right to use the word “benefiting” with the Calcutta Mercy logo in promotional materials directly related to their fundraising event. When used online, the Calcutta Mercy logo must directly click through to the front page of [calcuttamercy.org](http://calcuttamercy.org) or directly to a Calcutta Mercy campaign page created via the Calcutta Mercy website. The Calcutta Mercy logo should never be put in greater prominence on any promotional materials or website than the name of the fundraising event or campaign.

### **USE OF CALCUTTA MERCY IMAGES**

All Calcutta Mercy images are owned by Calcutta Mercy or our photographers. Individual Fundraisers are granted a nonexclusive right to use only the photos and images found on our Media Kit webpage on promotional materials and websites directly related to their fundraising campaign. No other Calcutta Mercy images may be used by individual fundraisers in any way.

### **SPONSORSHIP OR ENDORSEMENT OF CAMPAIGNS**

While Calcutta Mercy is grateful for the efforts of our individual Fundraisers, we do not officially endorse or sponsor any individual events or campaigns. Event planning, production costs and promotion are the sole responsibility of the independent fundraiser and organizer. You may not use the Calcutta Mercy name nor our 501(c)(3) tax-exemption when soliciting monetary support or gifts in kind from a third party or vender.

### **APPROPRIATE USE**

We will not allow our name to be associated with any website, event, or promotion that is obscene, violent, pornographic, intolerant, tasteless, denigrating or sexually oriented. Calcutta Mercy reserves the right to refuse the use of the Calcutta Mercy name or marks at any time.