

## **TRAIL BOSS TRADEMARK POLICY**



The Trail Boss

The "Trail Boss" picture shown above is reproduced from a pen-and-ink drawing by Charles M. Russell. That portion of the full picture which shows just the "boss" and surrounding foreground was registered as the trademark of the Society for Range Management on September 6, 1960.

It is the policy of the Society for Range Management (SRM) to use the Trail Boss trademark on letterheads, publications and other printed matter dispersed by the Society. The trademark is also used for SRM jewelry, banners and other products to be identified by SRM.

Sections, Chapters, Committees and other Society affiliated units may use the Trail Boss trademark in similar manners. However, it is the policy that permission of the Society be received in writing, through the Executive Vice President, before such units use the trademark in connection with fund-raising activities. Use of the Trail Boss trademark by individuals or for commercial use outside of SRM activities is not authorized.

Whenever practical, the Trail Boss trademark should be used with appropriate SRM identification such as the Society name or acronym.