



AMERICAN SOCIETY OF CLINICAL ONCOLOGY

Guidelines for Use of ASCO Marks by Third Parties during ASCO Meetings and Symposia

(January 13, 2016)

ASCO owns various trademarks (individually and collectively, “ASCO Marks”). ASCO Marks include the names and logos of the American Society of Clinical Oncology (“ASCO” or the “Society”), the Conquer Cancer Foundation of the American Society of Clinical Oncology (“CCF”), QOPI Certification Program, LLC (“QCP”), and CancerLinQ LLC (“CancerLinQ”), and of their respective publications and programs. Since 1964, ASCO Marks have been recognized worldwide as denoting the Society’s charitable mission, its dedication to its members, and the high quality and independence of its programs.

These guidelines set forth the ASCO’s policy with respect to use of ASCO Marks by third parties during and around ASCO sponsored or co-sponsored meetings and symposia, including the ASCO Annual Meeting. These guidelines supplement other policies and procedures in place for use of ASCO trademarks (such as names and logos), including the Policies for Exhibitors and Other Organizations at ASCO Meetings (the “Exhibitor Policies”) and the Licensing Standards of American Society of Clinical Oncology and Conquer Cancer Foundation (the “Licensing Standards”), as amended from time to time.¹

In general, the Exhibitor Policies and Licensing Standards prohibit the use of ASCO Marks by third parties during and around ASCO meetings and symposia, except in certain specific circumstances as set forth in those documents. For example, signage for ancillary activities held by commercial firms and other organizations adjunct to ASCO meetings may not include the ASCO or CCF name, logo, or name of the ASCO meeting except in required disclaimers. Moreover, ASCO Marks may not be placed in a manner that suggests affiliation with or endorsement of any third party company that manufactures drugs, devices, services, or therapies used to diagnose, treat, monitor, manage, and alleviate health conditions, or its products.

Notwithstanding the requirements and prohibitions set forth in the Exhibitor Policies and Licensing Standards, ASCO may permit third parties to use specified ASCO Marks during and around ASCO sponsored or co-sponsored meetings and symposia when these third parties have been specially designated by ASCO and/or its affiliates (also referred to as ASCO entities). Meeting-adjacent use of particular ASCO Marks by these third parties will serve to benefit ASCO and and/or its members and affiliates. These guidelines do not constitute a license or any other contract with any third party, and may be modified and/or revoked at any time.

1. Special Designation

¹ Where these guidelines conflict with the Exhibitor Policies or the Licensing Standards, the provisions of these guidelines shall govern. Where these guidelines conflict with a current written license or other agreement between a third party and ASCO or its affiliate with respect to the same subject matter, the applicable provisions of that agreement shall govern.



AMERICAN SOCIETY OF CLINICAL ONCOLOGY

Relationships with ASCO entities in their ordinary course of business, such as normal relationships with service providers, corporate sponsors, licensees, and exhibitors, are not considered to be special designations under these guidelines. Specially designated third parties under these guidelines must have formal relationships with ASCO entities that are outside the ordinary course of business of ASCO and its affiliates, including (but not limited to):

- third parties that have been certified as meeting quality standards promulgated by ASCO entities or whose products have been certified as being compatible with products or services offered by ASCO entities;
- third parties that have partnered, co-ventured, or co-innovated with ASCO entities where the ASCO entity and the third party each expend resources towards a mutual goal that the ASCO entity wishes to publicize; or
- third parties that have supported CCF at a level where such designation is part of the donor acknowledgements.

ASCO and/or its affiliates, as appropriate, shall have sole discretion to determine whether and when a third party is specially designated under these guidelines. If there is a difference of opinion as to whether the special designation applies during a given ASCO meeting or symposium, ASCO shall make the final determination.

2. Use of ASCO Marks at ASCO Meetings and Symposia

Specially designated third parties may use the appropriate ASCO Mark to accurately communicate that designation in their approved advertising and marketing materials at ASCO sponsored and co-sponsored meetings and symposia. ASCO Marks may be used both inside and outside of any ASCO Exhibit Hall. Some examples of uses that might be approved:

- a city billboard includes a statement that the advertiser is a “proud supporter of the Conquer Cancer Foundation;” or
- an exhibit booth includes a graphic saying the exhibitor’s technology product is “CancerLinQ Certified.”

Advertising and marketing activities by third parties are still subject to restrictions set forth in the Policies for Exhibitors, including prior review of activities and materials. These guidelines do not constitute pre-approval of any activity, product, signage, or use of any ASCO Marks. Nothing in these guidelines may be taken as permission to a third party to conduct marketing or other activities that are prohibited by the Policies for Exhibitors.

3. Ancillary Activities

Specially designated third parties wishing to conduct activities during the dates of, immediately prior to, or following an ASCO meeting or symposium (“Ancillary Activities”) must submit Ancillary Event Requests to ASCO as provided in the Policies for Exhibitors. Approved marketing pieces, invitations, communications, advertising, signage, or other descriptions of the event may use specific ASCO Marks, as appropriate, solely to designate the special designation by an ASCO entity. However, such use of the ASCO Marks may not suggest or imply that



AMERICAN SOCIETY OF CLINICAL ONCOLOGY

ASCO and/or its affiliates has endorsed or sponsored the event. The ASCO Marks may not be part of a title or heading of the ancillary event or listed first in print materials. ASCO slide templates, color schemes, or other means of confusing the event with an ASCO-sponsored event may not be used. Disclaimers as set forth in the Policies for Exhibitors must be used on materials.

4. Specific Use of ASCO Marks Subject to Approval; Time-Limited

These guidelines do not permit a specially designated third party to use any ASCO Mark(s) at its option. Rather, ASCO will determine, in its sole discretion, the appropriate ASCO Mark (which may include specially designed ASCO Marks) for the special designation. For example, third parties whose products are certified for particular purposes by CancerLinQ may be permitted under these guidelines to use a special treatment of the CancerLinQ logo that ASCO has designed to denote CancerLinQ certification. Separate approval may be required for each meeting or symposium where the third party intends to use that ASCO Mark, or ASCO may provide permission for a stated period of time.

With approval, ASCO will provide an authorized version of the ASCO Mark and a brand guide or instructions. ASCO may also provide an explanatory tagline, attribution legend, and/or disclaimer that the third party must use in connection with each instance of the ASCO Mark. “®” or “™” symbols will be used as directed.

The use of any ASCO Mark is strictly prohibited without the advance written consent of ASCO, which may be withheld in its sole discretion. For approval, third parties should submit the Use of ASCO/Conquer Cancer Foundation Name Form as provided in the Policies for Exhibitors. ASCO and its affiliates retain the right to review each specific use of ASCO Marks to ensure proper placement and context and may require removal or modification of any ASCO Mark.

ASCO Marks may never be used in url addresses, website banners, titles, or headings. Linking from ASCO Marks to ASCO’s or its affiliates’ websites requires prior written permission from ASCO. Nothing in these guidelines conveys any right to use ASCO content or copyrighted material.

Application:

Applies to ASCO and its affiliates

History:

Adopted by the ASCO Executive Committee: January 13, 2016