

The service mark may be used:

- To promote the collaborative management between Partners
- To recognize the substantial contribution of organized volunteer projects to the NPNHT
- By MOU Partners for documentation, meetings, conferences, or interagency NPNHT events
- By **qa' ánin 'ískit** [respect the trail] Stewardship Partner for the NPNHT: on fundraising merchandise, materials, and advocacy work, consistent with the guidelines below.

Other Organizations and Third-party Vendors Use of the service mark by organizations other than those named above, and by third-party vendors, is restricted.

Use must first be authorized by the Forest Service's Nez Perce (Nee-Me-Poo) National Historic Trail (NPNHT) Administrator. To be considered for approval, the request must demonstrate that the proposed use meets all of the following three criteria:

1. Contributes to purposes of education and conservation as they relate to the NPNHT and the Forest Service;
2. Respects the nature and purpose of the Trail (as described in the National Trail System Act and any subsequent NPNHT management plans) and its unique status as a national historic trail; and
3. Promotes the NPNHT at the broadest possible level (i.e., regional, national, international) at which the organization/vendor is active, with use centralized and standardized across any local sub-units. Any authorization will be time-limited. The organization or vendor must reapply to continue use of the service mark after authorization expires.

Personal Use It is understood that personal use of the service mark will occur. This may include, for example, items such as homemade crafts or personal blog posts. Such use is understood to be limited to individual expression and must not be for commercial or business purposes of any kind, for personal gain, or for political purposes; nor should such use imply Forest Service or other Federal or MOU Partner endorsement. In general, the public is encouraged to show support for the NPNHT in ways other than using the service mark.

Restrictions on Use

The NPNH service mark may not be used by third parties solely for commercial, personal, or non-profit gain. Use of the service mark by third parties may only be authorized if such use contributes to the purposes of education, conservation, and preservation as they relate to the NPNHT. The NPNHT service mark must not be used in situations that may diminish the integrity of the service mark as a symbol of a national historic trail. The Trail Administrator may make case-by-case decisions regarding appropriate use. The Federal Government may not endorse any business, product, or service in its dealings with the public. Thus, the NPNHT service mark must not be used in situations that imply Forest Service or other Federal or MOU

Partner endorsement when there is none. Only official maps and guidebooks printed or authorized by a Federal Government agency may use the NPNHT service mark.

Permission granted by the Forest Service for use of the NPNHT service mark may be rescinded by the Trail Administrator at any time upon finding that the use of the service mark is injurious to the program's integrity or inconsistent with the nature and purposes of the Trail and/or the National Trails System. Examples of Inappropriate Uses Inappropriate uses of the service mark are, in general, those that diminish its symbolic value and/or are primarily for personal or commercial gain. Examples include, but are not limited to:

- A restaurant, hotel, store, or outfitter in a town along the Trail advertises to hikers by displaying the NPNHT service mark.
- A company makes apparel and water bottles with the NPNHT service mark without receiving authorization from the Trail Administrator or contracting with the **qa' ánin 'ískit** [respect the trail] Stewardship Partner for the NPNHT.
- A local non-profit group that is not a MOU Partner uses the NPNHT logo on an advertisement for its fundraising benefit.
- An individual designs memorabilia that features the NPNHT service mark and sells it on eBay.
- A blogger uses the NPNHT service mark on a website that also has money-generating ads. (This use could be allowed in a case where the ads benefit MOU Partners.)
- The author of a NPNHT guidebook uses the NPNHT service mark on the back cover of the book, giving readers the impression that the content is potentially endorsed by the Federal Government.
- A GPS manufacturer uses the NPNHT service mark on electronic maps, giving the impression that the maps are potentially endorsed by the Federal Government.
- A local troop from a national scouting organization makes a patch with the NPNHT service mark. An application for such use could, however, come from the national organization.
- The NPNHT service mark is used on alcohol- or illegal drug related products such as shot glasses, bottle openers, billboards, liquor bottles.