USE OF 4-H NAME AND EMBLEM

The 4-H name and emblem are held in trust by the Secretary of Agriculture of the USDA and can be used only as authorized by statute and the Secretary or his designated state, district, or county Extension representative.

The 4-H name and emblem may be used by authorized representatives of the USDA, the land-grant colleges, and Cooperative Extension for serving the educational needs and interests of youth enrolled in 4-H Youth Development clubs, group, and programs.

Authorization Required

Authorization must be obtained for the use of the 4-H name and emblem by other than representatives of Cooperative Extension in connection with the following:

1. Contests and awards
2. Books, booklets, charts, posters, and similar printed materials
3. Theatrical and nontheatrical motion pictures
4. Visual materials
5. Advertisements
6. Supplies to be sold or provided without charge

Any authorization of use may be revoked at any time. Authorizations will be valid for specified purposes and periods of time only. Application forms for requesting authorization to use the 4-H name and emblem may be obtained from county Cooperative Extension offices (C0747). See also "Tax-Exempt Status of 4-H Organizations Authorized to Use the 4-H Name and Emblem," USDA Extension Service Program Aid Number 1282.

Local Authorization

Land-grant universities, Cooperative Extension, and local 4-H groups may authorize, create, and purchase 4-H materials only for their own use. They may not authorize others to manufacture, sell, or distribute materials bearing the 4-H name and emblem for other uses or for resale.
USE OF 4-H NAME AND EMBLEM

Distribution of materials requested by local 4-H club or Cooperative Extension is limited to the boundaries of that county. Distribution by the Extension Service of state requested materials is limited to the boundaries of that state.

Any request for distribution of 4-H materials on an interstate basis shall be brought to the attention of the Administrator, Extension Service, USDA, Washington, DC.

Authorization Not Required

Specific authorization is not required to use the 4-H name and emblem for exhibits, displays, etc., which are designed to showcase or salute the 4-H program.

Specific authorization is not required to use the 4-H name or emblem for news media such as newspapers, periodicals, and radio and television programs when used primarily for educational or information purposes.

The following limitations are placed on the use of the 4-H name and emblem in public information services.

1. In any advertisement, display, exhibit, film, news release, publication, radio or television program devoted in whole or part to 4-H, the 4-H message or salute must be distinctly set apart from any commercial message or reference.

2. Advertisements, public releases, or displays in any form must not include actual or implied testimonials or endorsements of business firms, their products, or services by 4-H programs, 4-H members, volunteer 4-H leaders, Cooperative Extension, or its employees.

Penalty of Federal Law

Whoever wears, displays, or uses the 4-H name or emblem, or any imitation of it, with intent to defraud or unlawfully uses the same shall be fined not more than $250 and/or imprisoned not more than six months.

It is not proper to impose or superimpose any letter, design, or object on the 4-H emblem.