Michael C. Jensen | Director Of Communications
ph. 541-389-1058 | 61396 South Highway 97, Suite 203
fax 541-389-1545 | Bend, OR 97702
www.coba.org | mikej@coba.org

February 4, 2008

Please be advised that the Central Oregon Builders Association (COBA) owns the trademarked rights to the following:

Central Oregon Builders Association
COBA
Building Central Oregon
Building Green Council of Central Oregon
Building Green Resource Center
Central Oregon Fall Home Show
Central Oregon Showcase of Homes
Central Oregon Tour of Homes
Central Oregon Tour of Remodeled Homes
Fall Home Show
Home & Garden Show
Oregon Building Green Council
Showcase of Dreams
Tour of Homes
Tour of Remodeled Homes
The COBA logo as shown above.

The essential function of a trademark is to exclusively identify the commercial source or origin of products or services, such that a trademark, properly called, indicates source or serves as a badge of origin. The use of a trademark in this way is known as trademark use. Certain exclusive rights attach to a registered mark, which can be enforced by way of an action for trademark infringement.
A trademark is a type of intellectual property, and typically comprises a name, word, phrase, logo, symbol, design, image, or a combination of these elements.

The owner of a registered trademark may commence legal proceedings for trademark infringement to prevent unauthorized use of that trademark. **COBA reserves the right to approve the use of the above mentioned terms in any method of day to day business such as advertising, marketing, public relations, or using the above mentioned terms in the advancement of products or sales which COBA has not approved of. COBA encourages it's membership or their representatives to use or refer to it's trademarked products and requests them to submit to COBA for approval prior to publication.** The approved use of any of the above terms should **always** be used with a ™ (in superscript) following the term. This identifies that term as a registered trademark.

Anyone desiring to use one of the above listed terms should contact Mike Jensen by sending an email to mikej@coba.org.

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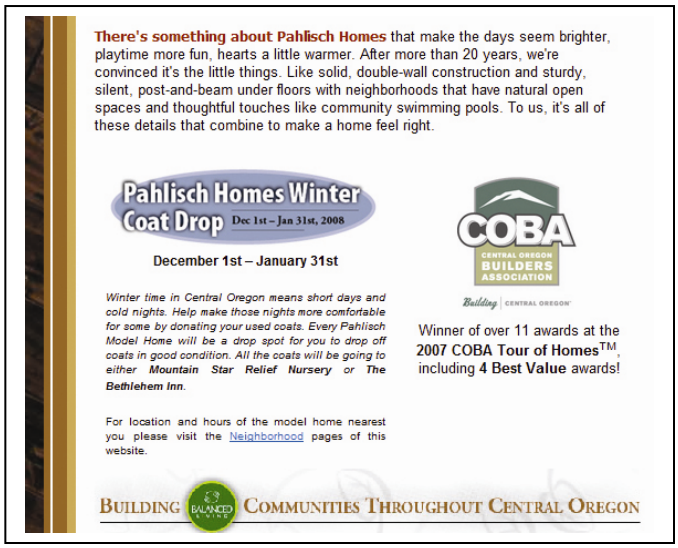
Use Guidelines

- For use of the COBA logo, please refer to the COBA Brand Standards.
- For advertising use of the above listed trademarked terms/phrases please use the phrase followed with a superscripted TM, i.e. Tour of Homes™.
- Creation of logos, award seals, medallions or other art for use in referring to an award given by COBA should always refer to COBA and the trademarked event. Examples might be:
    - 2008 COBA Builder of the Year rather than 2008 Builder of the Year
    - 2008 COBA Tour of Homes™ Green Builder of the Year
    - Come see us at the Central Oregon Builders Association Spring Home & Garden Show™
- For radio ads please use the COBA name identifier on your ads such as "Winner of the 2007 COBA Tour of Homes™ Best Value in Category" or "Winner of 2007 Central Oregon Builders Association Tour of Homes™ Best Value in Category", or "Winner of the 2008 COBA Builder of the Year Award"

Recommended



Recommend Changing to:
2004 COBA Tour of Homes™ Best Kitchen

Recommend Changing to:
2007 COBA Tour of Homes™ Best Value in Category or 2007 Central Oregon Builders Association Tour of Homes™ Best Value in Category