

MERCHANDISING REGULATIONS

I. INTRODUCTION

This booklet contains USGA policies regarding merchandising of apparel and other items bearing the Championship Logo and USGA trademarks. It is a tool to assist our Host Clubs and manufacturers in preparing for a championship and, hopefully, will answer many of the questions that arise.

It is the USGA's intention that the focus of each championship remains on the competition itself. These policies have been developed to support that focus and retain the emphasis on championship play rather than on any related commercial aspect.

Adherence to USGA merchandising regulations by Host Clubs is critical. Please follow them as you plan the merchandising aspects of this event.

Note: Before reviewing the following policies, all Host Clubs should read that portion of the USGA/Host Club Agreement that pertains to merchandising for the championship they are hosting. These Agreements often vary with regard to some aspect of the merchandising function and will impact your understanding of the following policies.

II. MERCHANDISE SALES

- A. Merchandise bearing the Championship Logo and USGA trademarks can only be sold at the championship host site in the existing golf shop only or any other area stipulated in the USGA/Host Club Agreement.
- B. Telephone, mail order, facsimile or Internet sales are not permissible.

III. CHAMPIONSHIP LOGOS

A. APPROVAL

The proposed design of the Championship Logo shall be submitted by the Host Club to the USGA for approval prior to use. Once approved in writing by the USGA, the standards and procedures in this report apply. The approval process is as follows:

1. The Host Club shall submit the proposed logo design to the USGA Merchandising and Licensing Department at Golf House in color in **both** print and embroidery versions, so that the USGA can view the clarity and determine the final embroidered size of the design.
2. The USGA will review the proposed logo design. If the logo design is not approved upon initial submission, the Host Club will make the revisions requested by the USGA and resubmit the design. Once approval has been reached, the USGA will notify the Host Club in writing.
3. After the USGA has notified the Host Club that the logo is approved, the Host Club, at its own expense, shall send to the USGA Merchandising and Licensing Department
 - a.) 30 full color and 30 one-color outline camera-ready logo sheets of the approved logo showing the Pantone color separation;

- b.) a high resolution (300 dpi or higher) electronic version of the logo, PC formatted, in Photoshop vector EPS, TIFF, and JPEG formats in both full color and one-color outline, making sure the designer creates outlines for all fonts included in the logo); and,
- c.) an electronic version of the logo in embroidery format with thread color and count instructions.

B. USE

1. The approved Championship Logo and USGA trademarks, incorporating the year or number and name of the championship and the name of the Host Club, must always be the only logos or marks appearing on merchandise. Exceptions to this policy and requirements regarding manufacturer logos and logos of corporate hospitality package purchasers are explained in the sections titled "Manufacturer Marks" and "Corporate Hospitality Orders".
2. When using a USGA trademark, such as the "U.S. Amateur," the trademark must be used in its entirety in each location. For example, a club hosting the U.S. Amateur may not use "U.S." on the front of a cap and "Amateur" on the side of the cap, as only a portion of the entire USGA trademark appears in each location.
3. The year or number (i.e., 2010 or 110th) of the championship must always be included on the merchandise, either next to or in close proximity to the USGA trademark.
4. Each Host Club is permitted to use only those approved logos pertaining to USGA championships held at their particular club (i.e., Caves Valley Country Club may use the 1995 U.S. Mid-Amateur and 2002 U.S. Senior Open logos on merchandise; but, they may not use the trademark "U.S. Open" or a U.S. Open logo on a product since they have not conducted the U.S. Open.)
5. Championship Logo Placement:
 - a.) Apparel – Logo may be placed only on the left chest or left/right sleeve of a garment. Embellished logos may be used full chest or full back.
 - b.) Hats/caps – Logo may be placed on the front, side and back of hats.
 - c.) Accessories – Logo should be in the standard location on item.

C. MISCELLANEOUS

1. From the time of the promoted opening of the championship merchandise pavilion/tent to the public through the week of the championship and subsequent extension of play in the event of a play-off, the following applies:
 - a.) Customer Merchandise Bags - The only permissible logos on bags used to hold customer purchases are the relevant Championship Logo or Host Club logo. No other logos or identifying marks are allowed.

Merchandise Hangers - It is permissible to display the approved Championship Logo on hangers; however, no other logos may be printed on the same hangers.

2. Prior to the promoted opening of the championship merchandise pavilion/tent and after the championship is concluded, there are no regulations for merchandise bags or hangers except as noted in the section entitled "Manufacturer Marks".

IV. MANUFACTURER MARKS

A. USE

1. Standard Policy

- a.) Apparel - The manufacturer's logo and/or name (herein referred to as "Manufacturer Marks" or "Manufacturer's Mark") may only appear on the standard inside label.
- b.) Other - With regard to items other than clothing, Manufacturer Marks must be inconspicuous and a reasonable distance from the Championship Logo.

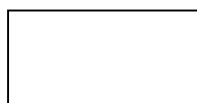
2. Exceptions

Exceptions for use of Manufacturer Marks on the outside of a garment may be granted only under the following conditions:

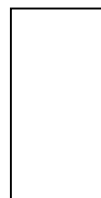
- 1.) Size – Manufacturer Marks may be smaller but shall never be larger than half the size of the Championship Logo and shall never be larger than the sizes provided in the attached size chart (Exhibit A) or outlined below.
- 2.) Placement

Outside of Garment - One Manufacturer's Mark may be placed in a location secondary to the Championship Logo (i.e., the Championship Logo on the front of a shirt and Manufacturer's Mark on the sleeve, or the Championship Logo on the sleeve of a garment and Manufacturer's Mark on the back.)

A second Manufacturer's Mark may only be permitted for tags, labels or zipper pulls which identify a trademark or trade name of the Manufacturer, provided the mark does not distract from the Championship Logo, is inconspicuous, is a reasonable distance from the Championship Logo or USGA trademark and is not greater than a ½ inch by 1 inch in size.



½ inch x 1 inch



B. MISCELLANEOUS

Merchandise Hangers - Manufacturer Marks are permitted on merchandise hangers, provided that such hangers are used only for that manufacturer's merchandise - not other manufacturers' goods. Championship Logos or USGA trademarks may not appear on merchandise hangers that bear Manufacturer Marks.

V. CORPORATE HOSPITALITY ORDERS

- A. Corporations that have purchased hospitality tents or table packages for the championship ("Corporate Hospitality Clients") may order merchandise bearing the Championship Logo and USGA trademarks from only the relevant Host Club.

Manufacturers and ad specialty companies are strictly prohibited from selling direct to Corporate Hospitality Clients or any other corporations.

- B. Only Corporate Hospitality Clients may purchase merchandise bearing the Championship Logo and USGA trademarks in conjunction with their corporate logo; provided that such co-branded merchandise may only be purchased through the relevant Host Club and must comply with the following regulations:

1. Corporate hospitality logos ("Corporate Logo") may appear on all championship-logoed merchandise, with certain size restrictions and placement regulations noted below and with the exception of certain products where it is not possible to adhere to the size restrictions and placement regulations outlined in this Section V. For example, artwork, lapel pins and lanyards are excluded and may not be co-branded since it is not possible to place the Corporate Logo on the back, opposite or under side of these items.
2. The Corporate Logo design may be the name of the corporate client as it appears in the hospitality agreement and/or the logo currently associated with the name of the corporate client in commerce. If the Corporate Hospitality Client desires to use a different company name than what appears in the agreement and/or a different logo, it must submit such request in writing to the Host Club.
3. Corporate Logo Size Restrictions:
 - a.) The Corporate Logo may be smaller but shall never be larger than the dimensions shown on the attached Exhibit B - Corporate Logo Size Restrictions, with the exception noted in 3.b. below, and shall never be larger than the Championship Logo and USGA trademarks on the product.
 - b.) When the official Championship Logo is enlarged to 5 inches or greater in both height and width or diameter, the Corporate Logo may be enlarged to fit within a 3" x 2" or 4" x 1 3/4" space. The Corporate Logo can not be any larger than 3" x 2" or 4" x 1 3/4".

4. Corporate Logo Placement:
 - a.) The Championship Logo and USGA trademarks must be the prominent feature on the item, with the Corporate Logo in a secondary location.
 - b.) Apparel – If the Championship Logo appears on the front, the Corporate Logo may be on the sleeve or back yoke. If the Championship Logo is on the sleeve, the Corporate Logo must be on the back yoke.
 - c.) Headwear – The Championship Logo must be on the front, and the Corporate Logo may be placed on the side or back.
 - d.) Accessories – The Championship Logo must be on the front with the Corporate Logo on the back, opposite or under side.

VI. MERCHANDISE ADVERTISING AND/OR PROMOTION

- A. All promotional activities, public relations activities and advertising concerning Championship merchandise operations shall be submitted to the USGA for review and approval.
- B. USGA policy stipulates:
 1. Television, Radio, Print and Internet Ads
 - a.) Championship Agreements vary with regard to the sale of logo-ed goods to the general public prior to and after the event; therefore, please refer to the Agreement for your Championship, or call the USGA, to determine permissible sales. If sales to the public are allowed, television, radio, print and Internet ads may be used only to inform the public that goods can be purchased on the grounds of the club. Buyers must purchase all merchandise in person at the club or other approved outlet. Merchandise may not be sold or orders processed through direct mail, over the phone, facsimile machine or Internet.
 - b.) It is permissible to use a merchandise catalog only for sales to purchasers of corporate hospitality packages.
 2. Manufacturer/Player Promotions

Use of players in any capacity for product promotion is not permitted, with the exception that players may wear apparel sold in the merchandise area.
 3. Manufacturer Identification
 - a.) It is permissible to have generic manufacturers' signage in each section of the retail space in strict accordance with the following:
 - 1.) Size of Sign - All manufacturer signs shall be identical with regard to size, color and size of lettering.
 - 2.) Size of Lettering - All lettering must be identical in size among manufacturers. The type size of the lettering shall be no more than 4 inches wide by 6 inches

high. However, the type style customarily used by the manufacturer is permitted.

3.) Logos - Manufacturers' logos shall not appear on signs.

4.) All signs must be inside the retail areas.

b.) Manufacturer packaging, (i.e., product poly bags and hang tags):

The printing of any Manufacturer Marks on the end panel of packaging so that it is displayed when stacked is not acceptable.

4. Manufacturer Use of Trademarks in Advertising

Manufacturers are prohibited from using the Championship Logo, USGA trademarks or any USGA mark in advertising of any kind whatsoever, with the exception of business-to-business catalogues and business-to-business trade show displays, provided that the following disclaimer statement is prominently displayed on the catalogue, brochure or display:

"United States Golf Association® logos appearing in this catalogue/brochure are for illustrative purposes only. They do not imply endorsement by the owners of the designs. Merchandise bearing imprints is available for sale only to parties expressly authorized by the owners of the designs."

5. Inserts in customer merchandise bags may not be related to ordering information for Championship merchandise.

6. Cash register tapes and credit card receipts may not contain merchandise ordering information or Host Club telephone numbers.

VII. ADDITIONAL POLICIES

A. Excess Inventory - Neither the Host Club nor a manufacturer is permitted to sell inventory at any location other than the Host Club site, with the exception that a manufacturer may sell goods in a factory store that sells to employees only or may donate goods to an organization that is approved in advance in writing by the USGA. Selling merchandise bearing a Championship Logo and/or USGA trademarks in a factory store outlet that is open to the public is not allowed. This prohibition includes the United States and all foreign countries.

B. Volunteer Uniforms - The regulations outlined herein covering the use of Championship Logos and the size restrictions of Manufacturer Marks on championship merchandise apply. In addition, prior to ordering and production, the Host Club must submit samples of all volunteer uniform apparel and headwear to the USGA Merchandising and Licensing Department for approval. Digital images, art proofs and CADS are acceptable in place of physical samples, as long as all logo placements and size dimensions are clearly noted. Any exceptions to the regulations will be reviewed on a case-by-case basis. Approval is in the USGA's sole discretion.

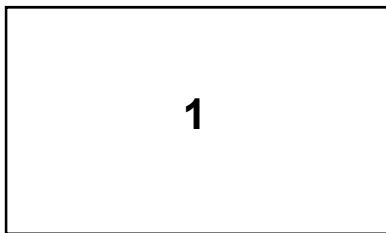
- C. Due to the USGA's role as the governing body of golf and the administrator of equipment testing and approvals, Championship Logos and USGA trademarks are not permitted on golf equipment such as golf clubs, golf gloves or golf shoes, with the exception that Championship Logos may appear on golf balls under the following provisions:
1. In order not to appear biased or favoring any one golf ball manufacturer, the Host Club must offer for sale a minimum of three (3) different brands of Championship Logo golf balls from non-related manufacturing companies.
 2. The Host Club is not required to purchase and offer for sale equal amounts of the three different brands; however, the Host Club may not purchase more than 70% or less than 10% of its Championship Logo golf ball inventory from any one golf ball brand. For example, the Host Club may buy 50% from Company A, 25% from Company B and 25% from Company C.
- D. Championship Logos or USGA trademarks are not permitted on products related to alcohol, containers of liquor or wine, firearms, gambling or tobacco (i.e., cigars, cigar cases or cigarette lighters).
- E. Manufacturers' Business and Market Practices:
1. Manufacturer warrants that it shall at all times conduct its business with respect to the merchandise bearing the Championship Logo and/or USGA trade.
 2. Manufacturer warrants and represents that all factories which produce merchandise for a USGA Championship ("Factories," or any factory, a "Factory") shall not use any involuntary labor of any kind, including prison labor, debt bondage or any other kind of forced labor.
 3. Manufacturer warrants and represents that Factories shall employ only workers who meet the applicable minimum legal age requirement of the country where the Factory is located or are at least 14 years of age, whichever is greater. Factories must also comply with all other applicable child labor laws, including those relating to hiring, wages, hours' worked, overtime and working conditions. Factories must maintain official documentation of every worker that verifies the workers' date of birth. In those countries where official documents are not available to confirm the exact date of birth, the Factories shall confirm age using a reliable and appropriate assessment method.
 4. Manufacturer warrants and represents that in connection with the conduct of its business practice and with respect to the merchandise bearing the Championship Logo and/or USGA trademarks, and for all Factories utilized in connection therewith, it shall not engage in, and shall prohibit discrimination of any kind whatsoever, including but not limited to, on the basis of race, creed, color, national origin or gender.

EXHIBIT A

Manufacturer Mark Size Restrictions

If approval is given for a Manufacturer's Mark to appear on the outside of a garment, BOTH of the following size restrictions must be met:

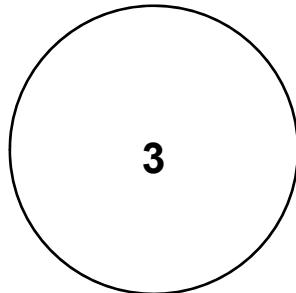
- a.) A Manufacturer's Mark must never be larger than half the size of the Championship Logo as it appears on the product; AND,
- b.) A Manufacturer's Mark must never be larger than the dimensions shown here below:



2" X 1.1875"



2.5625" X .875"



Circle 1.5" in diameter

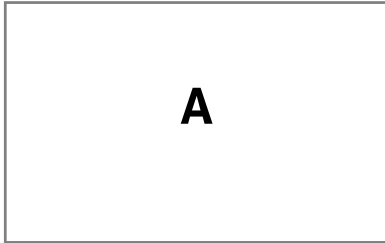


3.5625" X .625"

EXHIBIT B

Corporate Logo Size Restrictions

The Corporate Logo may be smaller but shall never be larger than the dimensions shown here, with the exception noted below, and shall never be larger than the Championship Logo and USGA trademarks on the product. When the official Championship Logo is enlarged to 5 inches or greater in both height and width or diameter, the Corporate Logo may be enlarged to fit within a 3" x 2" or 4" x 1¾" space maximum.



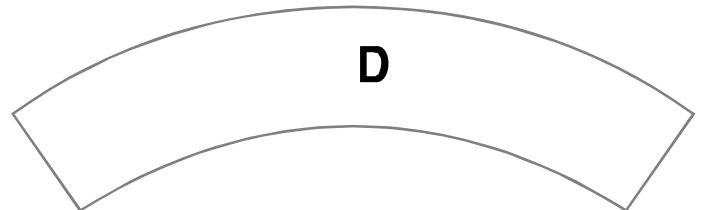
2" wide X 1.25" tall



2.5625" wide X 1.0625" tall



3.5625" wide X .625" tall



3.5625" wide X .625" tall