

D. Television Academy Rules Relating to Corporate Sponsor Identification with Emmy and Emmy Show Activities. *(These provisions apply to the Television Academy; readers should contact each of the other Academies to determine their applicable rules as to sponsor identification and Emmy show activities).*

1. Consistent with the Trademark policy prohibiting use of the Emmy name and logo for advertising and merchandising, the following applies to corporate sponsorship partners of the Television Academy:
 - a. Sponsorship partners may, clearly, identify themselves as associated with an Academy; however they may not use the Emmy name and logo on their products or in advertising material with one exception: In print, online and Point of Sale advertising which includes a tune in message (e.g. Tune into/ Watch the Prime Time Emmy Awards show on ___) they may accompany the tune in message with the logo, as long as the Television Academy is satisfied that the message does not imply a tie-in to the show and that the text and graphics are approved by its marketing department or chief operating officer.
 - b. Sponsorship partners which get tickets for a show/dinner may use them for employees and clients, but may not offer to re-sell them or make them available for any contest, auction or lottery.
 - c. The same rule applies to broadcasters of the shows or their affiliates.
 - d. The Television Academy has allowed certain charities (cleared by the Chief Operating Officer,) to purchase tickets that the organization then auctions off in return for charitable contributions. This policy is approved if approved by the Chief Operating Officer in each instance.
 - e. The Television Academy has allowed certain trade organizations (e.g. Young Presidents Organization) cleared by the Chief Operating Officer to purchase tickets for resale to their members (only), and this practice will continue.

The current practice of the Television Academy precludes advertisers or sponsors to run a contest or auction of Prime Time Emmy Show tickets, absent further approval of the Executive Committee.

In the case of the Television Academy there have been other contests that do not involve Emmy Show tickets, e.g. contests for Red Carpet bleacher seats, a suggested contest for seat-filler jobs, that are not direct uses of the trademark and these may be allowed on a case-by-case basis.

2. Additionally, the Television Academy Foundation is allowed to continue its online auction of tickets in return for contributions; no other online campaigns are to be approved for any Academy unless cleared by the Television academy and the National Academy.

Also, tickets in the lowest price range will be made available, on a case-by-case basis for use in raffles conducted by Peer Groups or committees of the Television Academy, on a first come/as available basis when approved.

3. These Trademark rules and practices do not address the issue of contests that might be conducted within the shows, either by the network or by the Television Academy, wherein the prize is something other than Emmy tickets. Such activities are to be approved or disapproved on a case-by-case basis.

4. Some advertisers run contests run by publications and online which invite viewers to “choose the winners of the Emmys [Oscars].” Although the Television Academy will determine whether such use is permissible either as a “fair use” or otherwise, if a publisher or Internet advertiser were to use the Emmy logo in the presentation of the contest, then that conduct would be considered that as an infringement of the Trademark, and the Television Academy would reserve the right to take further action.

