












APPENDIX B

UNITED STATES AIR FORCE ACADEMY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.




UNITED STATES AIR FORCE ACADEMY FALCONS


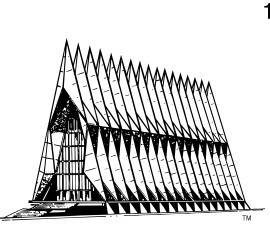
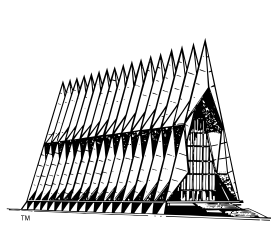


AUGUST 4, 1999

FALCON 2000 MARK		SECONDARY MARKS	
 1	 2	 3	
SECONDARY MARKS			
 4	 5	 6	 7
SECONDARY MARKS		FOOTBALL HELMET	
 8	 9	 10	 11

VERBIAGE	GENERAL INFORMATION
United States Air Force Academy™ Air Force Academy™ Air Force™ USAFA™ AFA™ Fightin' Falcons™ Air Force Falcons™	Air Force Academy Falcons™ Air Force Fightin' Falcons™ AFAAA™ Capture the Fury™ Feel the Thunder™ The Only Force on the Field™
LOCATION: U.S.A.F. ACADEMY, CO MASCOT: GYR FALCON MASCOT NICKNAME: FIGHTIN' FALCONS OR "JOE FALCON"	
ESTABLISHED DATE: 1954 CONFERENCE: MOUNTAIN WEST COLLEGE HOCKEY OF AMERICA	

INSTITUTIONAL MARKS		
 12	 13	 14

INSTITUTIONAL MARKS		
 15	 16	 17

COLOR INFORMATION						
You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.						
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS				
USAFA BLUE	PANTONE 286	MADEIRA 1076	RA 2210	GS/SULKY 572		
USAFA METALLIC SILVER	PANTONE 877	MET SILVER	MET SILVER	MET SILVER		
USAFA ALTERNATE SILVER	PANTONE 429					
FALCON 2000 BLUE	PANTONE 287	MADEIRA 1076	RA 2210	GS/SULKY 572		
FALCON 2000 METALLIC SILVER	PANTONE 877	MET SILVER	MET SILVER	MET SILVER		
FALCON 2000 ALTERNATE SILVER	PANTONE COOL GRAY 5					
FALCON 2000 GOLD	PANTONE 123	MADEIRA 1024	RA 2242	GS/SULKY 1024		
FALCON 2000 BLACK	PANTONE PROCESS BLACK	BLACK	BLACK	BLACK		
CLASS GOLD	PANTONE 123					
CLASS ROYAL	PANTONE 286					
CLASS SILVER	PANTONE 877					
CLASS RED	PANTONE 485					
WHITE	WHITE	WHITE	WHITE	WHITE		
USAFA BLUE	USAFA METALLIC SILVER	USAFA ALT SILVER	FALCON 2000 BLUE	FALCON 2000 ALT SILVER	FALCON 2000 GOLD	FALCON 2000 BLACK

ADDITIONAL PERTINENT INFORMATION			
	Yes	No	Restrictions
• University seal permitted on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Alterations to seal permitted:	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____
• Overlaying / intersecting graphics permitted with seal:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses consumables:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University licenses health & beauty products:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• University permits numbers on products for resale:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Mascot caricatures permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• Cross licensing with other marks permitted:	<input checked="" type="checkbox"/>	<input type="checkbox"/>	_____
• NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.	<input type="checkbox"/>	<input type="checkbox"/>	_____
• NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.	<input type="checkbox"/>	<input type="checkbox"/>	_____

NOTE: The marks of The United States Air Force Academy are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNITED STATES AIR FORCE ACADEMY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.