

LET BUILDERS BUILD®

Trademark Use Policy for Affiliated HBAs

The National Association of Home Builders ("NAHB") owns the LET BUILDERS BUILD® trademark (the "Mark").

Chartered state and local home builders associations affiliated with NAHB and in good standing ("HBAs") are authorized to use the Mark in accordance with this Policy.

1. Ownership

The Mark is the exclusive property of NAHB. All goodwill arising from use of the Mark shall belong exclusively to NAHB.

Nothing in this Policy grants any ownership interest in the Mark or any other intellectual property of NAHB.

2. Permitted Use

HBAs may use the Mark in connection with:

- Housing advocacy initiatives;
- Workforce development efforts;
- Consumer education;
- Industry outreach;
- Membership communications; and
- Other activities consistent with the mission and objectives of NAHB.

HBAs may display the Mark in text and create their own accompanying graphics, layouts, and promotional materials, provided such use complies with this Policy.

3. Prohibited Use

HBAs may not use the Mark:

- In any unlawful, misleading, deceptive, defamatory, or fraudulent manner;
- In connection with content or activities that could reasonably be expected to harm the reputation or goodwill associated with NAHB or the Mark;
- In a manner that suggests NAHB has reviewed, approved, sponsored, or

endorsed a specific statement, position, activity, event, product, service, or organization when it has not done so;

- As part of a business name, trade name, domain name, trademark, or social media account name without NAHB's prior written approval; or
- In any manner inconsistent with this Policy.

4. Responsibility for Use

Each HBA is solely responsible for its use of the Mark and for the content of its communications, publications, advertising, advocacy efforts, and other activities conducted in connection with the Mark.

Use of the Mark does not create an agency, partnership, joint venture, or other legal relationship between NAHB and the HBA. The HBA may not represent that NAHB has reviewed, approved, sponsored, or endorsed any statement, position, campaign, event, or activity unless NAHB has expressly authorized such representation in writing.

NAHB shall not be responsible for, and assumes no liability arising from, an HBA's use of the Mark or related activities.

5. Revocation

NAHB may revoke or suspend an HBA's authorization to use the Mark at any time if NAHB determines that the use is inconsistent with this Policy, damages the goodwill associated with the Mark, or is otherwise contrary to the interests of NAHB.

Upon notice from NAHB, the HBA shall promptly cease use of the Mark.

6. Reservation of Rights

NAHB reserves all rights not expressly granted by this Policy.