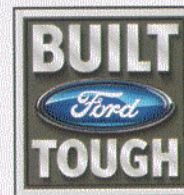


# Brand Power



by John Nens, Global Brand Licensing Office, Ford Motor Company

The Ford Oval, Mustang Pony and other Ford brands are some of the most recognized and valuable trademarks in the world. Here at Ford, we take a tremendous amount of pride in this and consider our trademarks to be among our most valuable and cherished assets.

Because of the popularity of our brands and the recognition they bring, many independent businesses and their employees make a living from, or pursue a hobby or passion related to, Ford products and services. For the most part these businesses have gone through our approval process before affiliating themselves with our trademarks. And in cases, where companies actually produce products that carry our trademarks, they have become registered, official Ford Licensees. In both of these situations, we welcome the involvement of these businesses in support of our Brands.

## FORD GLOBAL BRAND LICENSING

As the official brand licensing arm of Ford Motor Company, the world's 24th largest licensor, our job is to both enhance and protect the value our brand trademarks carry. As such, we are constantly engaged in both promoting our brands and policing their use to ensure only authorized persons, businesses and products use our trademarks in an acceptable manner. We manage more than 300 official licensees across all of our vehicle brands as well as the process of approving the use of our brand images for select non-licensees. This all-encompassing job keeps our team at Ford Global Licensing very engaged, to say the least!

## WHY THE FUSS?

Unfortunately, there are some businesses who attempt to use our trademarks in advertising their products and services without first getting our approval. While we in no way want to hinder the success of these companies,

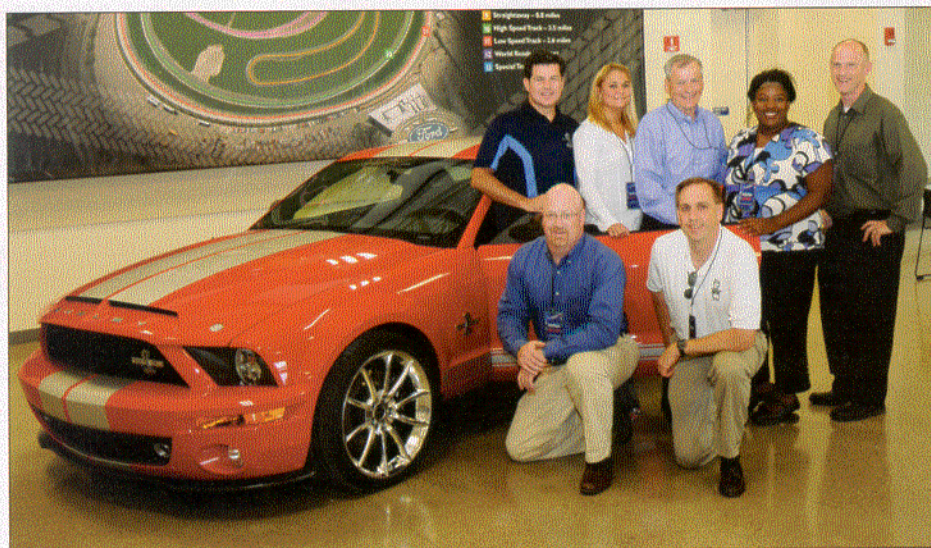
we cannot allow them to use Ford Motor Company trademarks and trade dress in a way that creates the appearance these business are affiliated with, sponsored by, or approved by Ford when in fact they are not.



So why are we so concerned about managing our trademarks and about preventing unauthorized uses or infringements of them? We care because it is important for us to have our brands affiliated only with products that align with our high-quality and service standards. In simple terms, if a business sells an inferior product bearing a Ford trademark, the poor quality of that product reflects negatively on us and our primary products. The user of this product will not take the time to determine whether Ford in fact authorized the use of the trademark and will likely assume Ford to be the ultimate source of their disappointment. This can negatively affect their loyalty to us and ultimately cause them to consider a competitor for their next vehicle purchase or service visit.

## WHERE THE BRANDS ARE

The authorized users and licensees of our brands are the ones who perpetuate the growth, value and true power of our brands—brands that are used by count-



The Ford Global Brand Licensing Team pictured from left to right; (Kneeling) Pat Mulligan, Mark Bentley, (Standing) John Nens, Danielle Beaver, Jim Kuntz, Regina Watson and Scott Farrar.



less businesses in so many ways, ranging from apparel, auto accessories, gifts and novelties, furniture and collectibles, personal accessories, interactive games, publishing and social expression to toys, just to name a few.

Our licensed products are offered through more than 30,000 doors and in every major channel including:

Mass Marketers, Toy stores, Electronics Stores, Catalogs, Department Stores, Museum Stores, Drugstores, Convenience Stores

#### WHAT CAN YOU DO?

So how does all this impact you as a Mustang Club of America member? It's really very simple. If your club identity includes the use of a Ford Motor Company trademark (e.g., Mustang word mark, Running Pony, Bar and Pony, Ford Oval, Ford Racing, etc.), it must be first registered and approved by our Licensing team. You can start the process by sending a note along with an electronic image to [branduse@ford.com](mailto:branduse@ford.com). Once approved by us, you can then utilize the

club logo for communication purposes. Any merchandise bearing a Ford Motor Company trademark should be sourced from an authorized licensee of Ford Motor Company (list provided upon request to [branduse@ford.com](mailto:branduse@ford.com)) to ensure the continued integrity and value of our brands.

We hope you now understand the true Power of the Ford brand and how important it is for our mutual success. We are truly excited about our involvement with the Mustang Club of America and look forward to our continued sponsorship of your organization. Your input as auto enthusiasts is so very important to us.



(Always look for this logo; verifying it's Officially Licensed by Ford)

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