

WHAT IF?



What if you developed a product and successfully marketed said product. Then some person comes along and takes your product, uses the logo (which is trademarked, of course) and decides to plaster it all over items that you don't approve of, and sells those items anywhere they can. Like on the internet, at flea markets, etc. And, what if some of those items are of lesser-quality than you'd ever want to see bearing your brand? Know where I'm going here?

At times many members have questioned why Ford Motor Company is so concerned about policing its trademarks and preventing unauthorized uses or infringements of them. It is quite common for someone who is using a trademark without permission to say, "I'm giving Ford free publicity, so what's the big deal?" Ford cares because it is important to them to be able to exercise control over the quality of the product bearing one or more of their brands. If a business sells an inferior product or service using a Ford trademark, the poor quality of the product or service reflects negatively on Ford Motor Company. A person who is disappointed by that poor product or service will not take the time to determine whether Ford in fact authorized the use of its trademarks. They will, probably rightly, assume Ford to be the ultimate source of their disappointment and may transfer their loyalty to a competitor.

So, you may ask, what should our club do to avoid conflict. First of all, if your club identity includes the use of a Ford Motor Company trademark (e.g. Ford Oval, Mustang word mark, Running Pony or Bar and Pony), it should be registered with Ford by sending a note along with an electronic image to branduse@ford.com. Once the club logo is registered and approved by Ford, you can then utilize the club logo for communication purposes and for use on merchandise sold only to your club membership. Use of the Ford Oval and/or any of the Mustang trademarks separate from the club logo requires a license from Ford Motor Company. Please direct any and all questions to branduse@ford.com.

Companies that take other people's or company's logos, brandish them on various items like shirts, mugs, hats, calendars, etc. and sell them to make a profit, are breaking the law. This is when Ford and its attorneys get upset. And, rightfully so!

Ford has always been a major sponsor of the Mustang Club of America, and continues to sponsor us. They look at the leadership and membership of the MCA as the core enthusiasts; asking opinions, listening, and reading about you and your Mustangs and your club's activities. Shouldn't we show as much respect to them? Contact them (branduse@ford.com) with any questions you may have. They will be more than happy to assist you. Do this before you get those items screen printed or embroidered and you will save yourself and your club tons of headaches.

It's here! The **Mystical Build Dynacorn '67 body arrived just as we were going to press.** To say excitement is mounting is an understatement. We didn't even have time to capture a photo of the arrival for this issue. But, stay tuned, we will have plenty of photos on the website and in the July issue!

A motor has been donated to this project from Ford Racing, and we have had many other parts donated as well.

We still need the following:

Interior: Seats - we want to install modern seats like Corbeau or Ricaro. We also need a rear seat. Dash panel, radio, A/C, carpet, headliner.

Exterior: Hood, fenders, headlights, taillights, all windows.

Engine parts still needed will be listed in the July issue.

Cash and parts donations continue to come in and keychains are back in stock. To purchase the keychains, contact Kristie in the MCA office at 850.438.0626 or via email at mustang@mustang.org

If you have any interest in contributing your time to help with the Mystical Build project, contact me at editor@mustangtimes.org.

Remember, keep this project in your thoughts and prayers!

See you on the showfield!

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