



GRANTING AUTHORIZATION TO USE THE 4-H NAME AND EMBLEM

The 4-H Name and Emblem is a Federal mark, protected by 18 U.S.C. 707, and is entrusted by Congress to the Secretary of Agriculture. The Secretary has delegated responsibility for the proper use of the 4-H Name and Emblem to the National Institute of Food and Agriculture (NIFA) and, within NIFA, responsibility resides in the 4-H National Headquarters -USDA.

The 4-H National Headquarters – USDA recently completed a review of existing laws, regulations and policies governing the granting of authorization to use the 4-H Name and Emblem. It was reaffirmed that the primary consideration for granting authorization to use the 4-H Name and Emblem is for the educational and character-building purposes of the 4-H program and can be used only as authorized by the statute.

In order to continue proper and effective control of the 4-H Name and Emblem entrusted to it by the Secretary of Agriculture, NIFA and the 4-H National Headquarters – USDA reiterate the primary criteria, established by law and regulation, employed to authorize use of the 4-H Name and Emblem:

1. Primary consideration is given to promoting and enhancing 4-H Youth Development through authorized representatives of the USDA, the Cooperative Extension Services, the land-grant institutions and the National 4-H Council.
2. Authorizations and approvals must be used for the educational and character-building purposes of the 4-H program and to serve the educational needs and interests of 4-H youth.
3. Any use of the 4-H Name and Emblem is forbidden if it exploits the 4-H programs, its volunteer leaders or the 4-H youth participants or the USDA, the Cooperative Extension Services or the land-grant institutions, or their employees. To address this, it is the policy of NIFA and the 4-H National Headquarters-USDA not to provide authorization to: (1) commercial firms, vendors or organizations that would profit from the use of the 4-H Name and Emblem for merchandise, supplies, products, and/ or services, or (2) when intended for or available to the general public with no benefit to the educational goals and objectives of the 4-H Youth Development program. This is applicable for all levels of the Cooperative Extension System.
4. The 4-H Name and Emblem shall not be used to imply endorsement of commercial firms, products, or services.
5. Within their respective geographical areas, Extension Directors/ Administrators may approve the use of the 4-H Name and Emblem for special programs, services, supplies, etc. offered statewide or in more than one county. County Extension Chair and 4-H Agents may do so within their specific county only. NIFA and the 4-H National Headquarters-USDA provides authorization for these items nationwide or when involving more than one state. A state or local 4-H program may contact a company to develop items for their use, as outlined above. The item must clearly identify the local 4-H program. The state or local 4-H program does not need approval from the National 4-H Headquarters to create those items. The state or local 4-H program can approve the use of the Name and Emblem on items that enhance or promote their programs. The use of the 4-H Name and Emblem in more than one state or on a regional or national basis requires the approval of the 4-H National Headquarters-USDA.
6. The National 4-H Supply Service, operated within the National 4-H Council, insofar as possible, is the official primary source of supplies, paraphernalia, and other similar items bearing the 4-H Name and/or Emblem, for all levels of the 4-H program. The Supply Service should be consulted initially by state and local 4-H programs to determine the availability of items.

More information about the 4-H Name and Emblem and how to apply for authorization is available on the 4-H National Headquarters – USDA web site. <http://www.national4-hheadquarters.gov>.

4-H National Headquarters; 1400 Independence Avenue, S.W.; MS 2225; Washington, D.C. 20250
www.national4-hheadquarters.gov



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