All current NADA Energy Allies (Members) in good standing (application submitted in full) are granted a limited, non-transferable, non-exclusive, royalty-free, license to use the “NADA Energy Ally” Logo (“Logo”) solely for the purpose specified in this Agreement. The Member’s use of the Logo shall be deemed to be the Member’s consent to this License and Terms of Use. The Logo may be applied to the Member’s correspondence, solicitations and websites. Any other use of the Logo, including but not limited to any use on contracts, without the prior written permission of NADA is prohibited. The purpose of the Logo is to convey the message that the member’s organization has assisted NADA in completing the NADA/ATD Dealership Energy Use Data Survey on behalf of their clients. Members understand and agree that NADA has not agreed to endorse any Member or any product or service offered by any Member. Accordingly, Members agree not to use the Logo in any manner that would suggest or imply that NADA has endorsed the Member or its products or services.

This license shall terminate if the Member ceases to be a member in good standing of the NADA Energy Allies, the Member uses the Logo in any manner not permitted by this License, the member misrepresents the message of the Logo, or NADA terminates the Member’s license to use the Logo. NADA reserves the right to direct the member not to use the Logo generally or in a particular situation. The member prints the Logo at its own risk and NADA is not liable to a member for printing or paper costs if the Logo can no longer be used by the member. This license is limited to the Logo described above and shall not be construed as extending to any other name, mark, or logo owned by or associated with NADA, which additional marks can only be used with the written permission and the granting of an additional license from NADA.