

# Air Medical Physician Association

## Policy & Procedures

Section: General Operating Policies & Procedures

Policy Title: Use of AMPA Name and/or Logo

Review Date: June 2006

Policy: It is the policy of the Air Medical Physician Association (AMPA) that permission to use the association name and/or logo by any entity is prohibited except in those instances that the Air Medical Physician Association maintains a contractual agreement specifically citing the use of the association name and/or logo. These instances are currently the Air Medical Transport Conference, the Critical Care Transport Medicine Conference, and the journal associate partners of the *Air Medical Journal*.

### A. Process

1. Any entity (person or transport service) that uses the Air Medical Physician Association name and/or logo without express written permission will be sent the attached letter via certified mail. Should the entity continue to use the Air Medical Physician Association name and/or logo, they will be reported to their State Attorney General's office with recommendation that legal action be taken for violation of the association policy regarding use of the AMPA name and/or logo.

Date

Sir, Program Director, CEO, etc.  
Any Transport Program  
Any Street  
Anytown, Anywhere

Dear .....

It has come to the attention of the Air Medical Physician Association that our name/logo is being used in advertising by your transport service without our permission.

Membership with the Air Medical Physician Association constitutes a professional membership with a non-profit association, and does not afford a member or transport service to infer by advertisement or in any other way an affiliation other than that of a professional membership.

It is the policy of the Air Medical Physician Association that our name and/or logo are only used by our association for purposes approved by the Board of Trustees.

Per our Policy and Procedure relative to use of the Air Medical Physician Association name and/or logo, we request that you immediately remove our name and/or logo from your advertising, including your business website, letterhead, and business cards. If you continue to use our name and/or logo, we will report your service to your State Attorney General's office with recommendation that legal action be taken for violation of the Air Medical Physician Association policy regarding use of the AMPA name and/or logo.

If you have any questions please do not hesitate to contact us at 801-263-2672, or AMPA, 951 East Montana Vista Lane, Salt Lake City, Utah 84124.

Sincerely,

Patricia Petersen  
Executive Director