

**USDA-Authorized Uses of 4-H Name and/or Emblem**  
**Updated January 11, 2010**

The 4-H Youth Development Program is the youth outreach from the Land Grant Universities, Cooperative Extension Services, and the U.S. Department of Agriculture. The 4-H Name and Emblem are federally protected under 18 USC 707. Federal authorization to use the 4-H Name or Emblem is required:

- Anytime the 4-H Name and/or Emblem is used in a way that does not specify a local or state 4-H program, and/or
- When proposed use of the 4-H Name or Emblem crosses state lines.

This table lists uses of the 4-H Name or Emblem currently authorized by USDA. This list does not include one-time/indefinite authorizations, usually reserved for media such as mention of 4-H or inclusion of the Emblem in a movie or book. All vendors licensed to use the 4-H Name or Emblem are included. Licensees\* provide royalties to National 4-H Council in support of the 4-H Youth Development Program. No endorsement of any commercial product or service is implied or intended. And, as with all authorizations to use the 4-H Name or Emblem, authorizations do not provide exclusive rights to use the 4-H Name or Emblem; USDA may grant similar authorizations to competing organizations. This list will be updated periodically.

Company/Agency Name	ST	Expiration	Notes
<b>EDUCATIONAL/INFORMATIONAL MATERIALS/MEDIA</b>			
Archery Trade Association	UT	7/10/10	Educational brochure re: archery park in cooperation with National 4-H Shooting Sports
eXtention Youth SET for Life Community Practice	AL	5/4/12	With eXtension and "For Youth, For Life" / Youth SET for Life Community of Practice
eXtention Youth SET for Life Community Practice	AL	10/9/11	With eXtension Youth SET for Life CoP, Kids eXtension News Network logos, material
Golub Corporation, Price Chopper Supermarkets	NY	8/31/11	Recognition of cooperation with 4-H in presentation/report for a project in NYS
McGraw-Hill Education	OH	6/23/11	Information in Illinois textbook
National Rifle Association of America	VA	7/27/10	<i>4-H Sporting Clays Postal Match</i> brochure
<b>EVENTS: Multi-state/National 4-H Events</b>			
Knights of Ak-Sar-Ben Foundation	NE	6/20/10	Ak-Sar-Ben 4-H Livestock Exposition, promotional materials
Southern Regional Teen Leadership Conference	KY	6/22/10	Southern Region Teen Leadership Conference
University of Nebraska-Lincoln Extension	NE	6/20/10	UN-L Livestock Quiz Bowl Contest
University of Wisconsin Extension	WI	3/15/10	55 <sup>th</sup> National 4-H Dairy Conference

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<b>FUNDRAISING EFFORTS/DONOR RECOGNITION</b>			
Best in Show Pet Treats*	KY	6/19/10	Pet treat packaging for 4-H fundraising
Fundamentals Company Inc.*	VA	11/17/12	Cookie dough for 4-H fundraising
Grinnell Mutual Reinsurance Company	IA	3/8/10	Recognition of a sponsor
John Swack 4-H Memorial Scholarship Board	KY	3/30/10	Pottery at NAE4-HA
National 4-H Council	MD	8/6/12	Donor recognition for <i>Everyone Ready</i> professional development materials
South Dakota Association of Extension 4-H Educators	SD	5/12/11	SD Association of Ext. 4-H Educators fundraiser (pin)
Southern States Cooperative, Inc.	VA	6/23/10	Recognize donor, marketing materials
Toyota USA Foundation	NY	3/31/10	Recognition of sponsorship
<b>MARKETING AGREEMENTS</b>			
Discovery Communications, LLC	MD	5/6/10	Marketing elements related to Discovery Education/3M Young Scientists & 4-H SET
<b>PRODUCTS &amp; SERVICES</b>			
B.J.'s Stichin' Time	WA	4/22/10	Jackets, sweatshirts, t-shirts for a specific 4-H club
Brass Key Inc., The*	WA	4/2/12	Clothing for girl's doll, accessories (backpack, hair brush, sunglasses, etc.)
Creative Imaginations*	CA	10/31/11	Scrapbook and customized photo imagery products
Crown Awards & Crown Trophy *	NY	5/21/12	Trophies, medals, plaques, medallions, pins, t-shirts, bags, etc.
Equine Textiles, Inc.*	KY	5/9/12	Saddle pads, polo wraps, fast wraps with embroidered patches
Harris Farms LLC*	TN	12/31/12	Lawn & garden products; Wild bird products; Pet products; Large animal products; Small animal products; Tools; Misc (e.g., mugs, backpacks, hats)
Hudson, Jaimie	FL	6/20/11	Window decals for use in 5 states
Jerry Leigh of California Inc.*	CA	11/12/11	Apparel for girls/juniors
Jostens Inc.*	MN	12/8/11	Class and affiliation rings
Montana Silversmiths, Inc.*	MT	5/21/12	Buckles, jewelry, money clips, key rings, letter opener, business, card case
National 4-H Council	MD	11/7/11	National 4-H youth conference center logo
National 4-H Council	MD	11/17/11	Citizenship Washington Focus logo
Rixstine Trophy Company, Inc. DBA Rixstine Recognition*	NE	12/14/12	Medals, lapel pins, trophies, ribbons, sculptures, domes, plaques, shirts and hats
Shirts & Caps, Inc. *	FL	4/1/12	Apparel, backpacks and tote bags
T-Shirt International, Inc.*	WV	12/31/11	Apparel: men's, boys, ladies, juniors and girls t-shirts and sweatshirts
Voyageur Press/ MBI Publishing Company, LLC*	MN	12/31/10	Guide books (popular press)
Western Heritage*	CO	2/28/11	National 4-H Shooting Sports logo on apparel, accessories, supplies, misc.
* Denotes licensees. Some vendors were not authorized during the transition to current licensing procedures.			