

Ronald McDonald House Charities® Trade and Service Mark Standards

- McDonald's Corporation is the sole owner of certain trade and service marks ("RMHC Marks") relating to Ronald McDonald House Charities (RMHC) and organizations in the RMHC system ("Chapter") which are specified in Schedule A of the License agreement between McDonald's and the local Chapter. These RMHC Marks may not be used for purposes not directly related to the operation of an RMHC Chapter and its programs.
- All public uses of the RMHC Marks (whether produced by the local RMHC Chapter or third party, including McDonald's and its subsidiaries) must be submitted to the RMHC Global office for review by the Legal departments of McDonald's and RMHC prior to production and distribution. This includes, but is not limited to, Marks used on posters, brochures, newsletters, and Web sites, that have (or have not) previously been approved.
- In all cases, the RMHC mark must be used on all Ronald McDonald House Charities materials, nationally and locally, to provide visual continuity in the diverse program materials produced in support of RMHC and its programs.
- The designation of the RMHC Marks may be placed after either the first use or the most prominent use of the Mark on the page in lieu of after each use.
- The **Ronald McDonald House Charities®** trademark is to be used (after approval and license) only to identify the corporate name of the local organization that is licensed to operate one or more programs, such as a Ronald McDonald House, Ronald McDonald Family Room, Ronald McDonald Care Mobile, or other community outreach through grants to other nonprofit organizations (as appropriate for tax exempt organizations in your country), and the raising of funds from public and private sources within the geographic area directly surrounding the approved programs. In all cases, local RMHC Chapters and the programs they operate must be for the benefit of children.
- The **Ronald McDonald House®** trademark is to be used (after approval and license) only to identify the structure that is operated and maintained for the purpose of providing temporary housing for seriously ill and/or injured children and their families while their children are receiving treatment at a nearby hospital.
- The **Ronald McDonald Family Room®** trademark is to be used (after approval and license) only to identify that area within a local hospital that is operated and maintained for the purpose of providing a place of respite for families of ill, injured or disabled children who are receiving treatment at the designated hospital.
- The **Ronald McDonald Care Mobile®** trademark is to be used (after approval and license) only to identify the mobile unit that is operated and maintained for the purpose of providing medical, dental, and/or health education services to children.
- Any use of the RMHC Marks or copyrights (including, but not limited to, use for the operation of the programs or in conjunction with fundraising activities) that is deemed to be not consistent with McDonald's and RMHC high standards or reputation, or the use may be injurious to McDonald's and RMHC reputation and goodwill, McDonald's may, as an intermediate sanction, and without waiving its rights, withhold or withdraw its approval for such use, or require that such use be changed or that other remedial action take place.
- In accordance with the terms of the License, no RMHC Chapter may assign or license the use of the RMHC Marks to another entity without the prior written approval of the Legal Department of McDonald's Corporation or its designee, RMHC Global.

Refer to Schedule A of your License Agreement and the RMHC Creative Standards for further guidance. Any questions as to the use of the trademarks should be directed to your Team Leader or Legal Counsel (joe.tylutki@us.mcd.com) at the RMHC Global office.