



Authorization Responsibilities of the 4-H Name and Emblem

National Responsibilities

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 4-H National Headquarters, which resides in the National Institute of Food and Agriculture (NIFA) within the United States Department of Agriculture.

The 4-H Name and Emblem is intended to represent the ideals of the 4-H Youth Development Program. 4-H National Headquarters is responsible for providing authorization for the use of the 4-H Name and Emblem whenever that use crosses state lines. This includes the authorization of multi-state 4-H events.

4-H National Headquarters delegates state level authorization to the State Extension Director at each Land Grant University. 4-H National Headquarters provides standards and support to the state and local 4-H offices responsible for using and authorizing the 4-H Name and Emblem.



State and Local Responsibilities

State* 4-H offices (through their State Extension Director) are responsible for any 4-H Name and Emblem authorizations that cross local jurisdictions but are contained within the state. Local** 4-H offices (through their State 4-H office) are responsible for any 4-H Name and Emblem authorization restricted to their local area of jurisdiction.

Chartered 4-H Clubs and Affiliates are authorized to use the 4-H Name and Emblem:

- For their own educational and or informational purposes
- On materials which are originated, requested, purchased, distributed or sold by them within their local area (cannot cross state borders without National authorization)

Specific authorization is not required to use the 4-H Name and Emblem in media such as newspapers, periodicals, and radio and television programs when such use is primarily for educational or informational purposes.



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Specific authorization is not required to use the 4-H Name and Emblem in those exhibits, displays, etc., which are designed primarily to pay tribute to the 4-H Program.

Local fund raising programs using the 4-H Name and Emblem may be carried out for educational purposes but must have the approval of the local 4-H Extension office. Statewide fund raising programs using the 4-H Name and Emblem may be carried out for educational purposes but must have the approval of the state 4-H Extension office.

Responsibilities

4-H offices are to ensure that all uses of the 4-H Name and Emblem adhere to the Federal guidelines. 4-H offices are to notify 4-H National Headquarters of any improper use that falls outside of their local and state jurisdiction.

**The term state can be interchanged with U.S. Territories or the District of Columbia.*

***Local may refer to a county, parish, regional or district depending upon the structure of the 4-H program with an individual state.*

General Standards for Authorizing the Use of the 4-H Name and Emblem

Primary basis for approvals include:

Usage is for the educational and character building purposes of the 4-H Program

The educational or informational uses are in the best interest of the 4-H Program

Usage is consistent with the dignity of the 4-H Program

Usage can be properly controlled by the extension office

Authorizations, when issued, will be valid only for specific purposes and for specified periods of time. Any use of the 4-H Name and Emblem is forbidden if it exploits the 4-H Program. The 4-H Name and Emblem cannot be used to imply endorsement of commercial firms, products or services. Granting authorization to an individual or organization for a specific use does not preclude granting similar authorization to another individual or organization for the same or similar purpose.

Any questions as to the interpretation of the criteria are to be determined by 4-H National Headquarters. Questions regarding the use of the 4-H Name and Emblem may be directed to 4HNE@nifa.usda.gov. Further information about the use of the 4-H Name and Emblem can be found at: http://www.national4-headquarters.gov/emblem/4h_name.htm.

It is USDA/NIFA's policy to promote positive youth development in the United States, and to draw upon that deep experience to assist with positive youth development activities around the world. For more than a century, USDA/NIFA has used legislative authority to authorize the 4-H program within the United States in close collaboration with the Cooperative Extension Systems of the Land Grant Universities. While the 4-H program- its name, emblem, and brand - is authorized for, and limited to enriching the lives of America's youth, much of the experience gained over the years by Land Grant youth development leaders is relevant to all around the world who want to organize programs for the development of their young citizens.

Although USDA/NIFA and the land grant university cooperative extension program reaffirms its interest in collaborating with other countries in promoting positive youth development, **we cannot authorize nor will we endorse the use of the 4-H Name and Emblem internationally.** As resources permit, we do stand ready to provide relevant American experience and expertise for positive youth development programs. In so doing, we anticipate that as much will be learned from overseas experts as is provided.