



## GUIDELINES FOR USE OF NAMES, REGISTERED MARKS AND OTHER PROPRIETARY INTELLECTUAL PROPERTY

These legal guidelines are to be followed whenever SAG-AFTRA® (short for Screen Actors Guild–American Federation of Television and Radio Artists), Screen Actors Guild®, the Screen Actors Guild Awards®, the SAG Awards®, Screen Actor®, the Screen Actors Guild Life Achievement Award and The Actor® statuette are referred to and/or pictured for all forms of advertising, promotion and editorial materials. The purpose of these legal guidelines is to support all film and television production companies and others who want to garner publicity associated with the recipients of the annual Screen Actors Guild Awards. To that end we want to ensure that:

1. The rights of past and future recipients of The Actor® are fully protected;
2. No false claims of Screen Actors Guild Award consideration are made in any advertising or publicity medium;
3. The public is not misled by statements or implications that a performer has received or been nominated for a Screen Actors Guild Award when this is contrary to fact; and
4. The necessary legal protection is provided for the trademark and copyright owner, i.e. SAG-AFTRA.

### I. Regulations

1. The Actor® statuette is the copyrighted property of SAG-AFTRA. SAG-AFTRA has the sole and exclusive right to reproduce, manufacture, copy, sell, display images of and publish such statuette in any size or medium, whether in three, two dimensions, or any dimension, and to distribute or exploit the statuettes or reproduction of same by gift, sale, license or otherwise. No reproduction, replica, drawing, photograph, derivative work nor other copy of The Actor® statuette may be made or used by any manufacturer, advertiser, organization nor individual except in accordance with these regulations or under express written license from the SAG-AFTRA.
2. All published representations of The Actor® statuette, including photographs, drawings and other likenesses, must include the legend ©1995 SAG-AFTRA to provide notice that it is protected by copyright.
3. The trade names “The Actor,” “Screen Actors Guild Awards,” “The SAG Awards,” and “Screen Actor” are registered trademarks of SAG-AFTRA and may not be used except in accordance with these regulations or under a special written license from SAG-AFTRA.
4. Any use of the marks “The Actor,” “Screen Actors Guild Awards” and “The SAG Awards” must include notice of trademark and service mark registration and credit SAG-AFTRA as the registered owner of said marks.

5. Permission to use Screen Actors Guild Awards symbols (i.e. The Actor<sup>®</sup> statuette Screen Actors Guild Life Achievement Award, plaques and certificates) and institutional marks of SAG-AFTRA for any publication in other than fair use hard-news reporting must be obtained in writing from SAG-AFTRA, except that permission is hereby given to use Screen Actors Guild Award symbols and marks of SAG-AFTRA in accordance with these Regulations.
6. The Actor<sup>®</sup> statuette may not be used in generic fashion as a logo or decorative motif for any purpose in any video or television production, motion picture, or print or digital publication not produced by, or explicitly authorized by, SAG-AFTRA.
7. The Actor<sup>®</sup> statuette may not be used as a stage property or article of set dressing in any stage, television, video or motion picture production not produced by SAG-AFTRA. Licensed exceptions will be considered under unusual circumstances. Violations of this paragraph may subject performing individuals and theatrical films to the loss of Screen Actors Guild Awards eligibility.
8. The mark, "The Actor" (as relating to the outstanding performance award) may not be used in the title or subtitle of any magazine, digital publication, stage production, video, television program or motion picture not produced by SAG-AFTRA.
9. The mark, "Screen Actors Guild Awards" may be used in the title or subtitle of a magazine, digital publication, stage production, video, television program or motion picture with the written consent of SAG-AFTRA.
10. The marks, "The Actor," "Screen Actors Guild Awards," "The SAG Awards," or any of them, may not be incorporated into a video cassette or disc series title or subtitle, either on packaging or in advertising for such motion pictures. Such marks may be incorporated into the title or subtitle of an audio product only with the written permission of SAG-AFTRA.
11. Recipients of The Actor<sup>®</sup> have no rights whatsoever in the copyright of The Actor<sup>®</sup> statuette or in its trademark and service mark registrations. Recipients must comply with these rules and regulations regarding the use of SAG-AFTRA symbols. Award recipients shall not sell or otherwise dispose of The Actor<sup>®</sup> statuette, nor permit it to be sold or disposed of by operation of law, without first offering to sell it to the Screen Actors Guild Awards for the sum of \$1.00. This provision shall apply also to the heirs and assigns of Screen Actors Guild Award recipients who may acquire a statuette by gift or bequest.
12. Metal miniatures of The Actor<sup>®</sup> statuettes are subject to the same regulations as the standard size statuettes.

## **II. Advertising**

1. No personal appearance, picture or drawing of a recipient of a Screen Actor Guild Award with a Screen Actors Guild Award symbol or SAG-AFTRA mark may be used in any advertising or promotional materials of any sort without the written consent of SAG-AFTRA except as permitted by these Regulations.

2. No Screen Actors Guild Award symbol nor any photograph, picture or drawing that includes a reproduction of The Actor<sup>®</sup> statuette or SAG-AFTRA mark may be used in any advertising appearing in newspapers, periodicals, billboards, posters or in any other medium, specifically including electronic media, without the written consent of the SAG-AFTRA, except as permitted by these Regulations.
3. Performers who have received or been nominated for The Actor<sup>®</sup> may be so advertised in print, electronic media and theatrical trailers subject to the following conditions:
  - a. Performers who have received The Actor<sup>®</sup> may use a depiction of The Actor<sup>®</sup> statuette provided:
    - i. It appears no more than once in each advertisement;
    - ii. The size of the depiction does not exceed ten percent of the total advertising space or viewing area;
    - iii. SAG-AFTRA approves the quality of the representation;
    - iv. The copyright, trademark, and service mark notice, “© 1995 SAG-AFTRA,” accompanies the depiction in legible form; and
    - v. The achievement for which the award was conferred is specified.
  - b. Performers who have received The Actor<sup>®</sup> may use the words “Recipient Screen Actors Guild Award” or “Recipient of The Actor” or similar descriptions incorporating SAG-AFTRA marks provided:
    - i. Any visual display of SAG-AFTRA's marks is accompanied by an indication of the achievement for which the award was conferred; and
    - ii. SAG-AFTRA's marks appear with appropriate notice of trademark and service mark ownership and/or registration as set forth in these Regulations.
  - c. Performers nominated for The Actor<sup>®</sup> may use the words “SAG Awards Nominee,” “Screen Actors Guild Award Nominee” or similar descriptions incorporating SAG-AFTRA marks and may use a depiction of The Actor<sup>®</sup> statuette provided that:
    - i. It appears only during the period between the performer’s nomination and the presentation of that year’s Screen Actors Guild Awards, and no more than once in each advertisement.
    - ii. The size of the depiction does not exceed ten percent of the total advertising space or viewing area;
    - iii. SAG-AFTRA approves the quality of the representation;
    - iv. The copyright, trademark, and service mark notice, “©1995 SAG-AFTRA,” accompanies the depiction in legible form;

- v. The word “Nomination(s)” or the words “Nominated for” appear in the same size, style, and color of type as the marks “SAG Awards” or “Screen Actors Guild Awards”;
  - vi. The achievement for which the nomination has been received is specified.
4. No performing achievement that has not received The Actor® may be advertised or exploited in a manner which will mislead the public or imply by design, layout or working of copy that the performer has received such an award. During the first quarter of the Screen Actors Guild Award year, no individual may be advertised as a “SAG Award Nominee” or “Screen Actors Guild Awards Nominee” except in advertising for the film in which the performance received the nomination.

### III. Packaging

1. No Screen Actors Guild Award mark, nor any photograph or drawing that includes a reproduction of a Screen Actors Guild Award symbol or SAG-AFTRA mark, may be used on, as part of, or affixed to any item that is sold to the public, including video cassettes and discs, audio records or any commercial goods, whether or not in connection with a current or previous recipient of an Actor® except as follows:
  - a. Video cassettes and discs of motion pictures that have a performer who received The Actor® Awards for Outstanding Performance may include a depiction of The Actor® statuette on their packaging under the following conditions:
    - i. It appears no more than once on each package;
    - ii. The size of the depiction does not exceed one inch in height;
    - iii. SAG-AFTRA approves the quality of the presentation of its symbol to be used;
    - iv. The copyright notice, “© 1995 SAG-AFTRA,” accompanies the depiction in legible form; and
    - v. The award year for which The Actor® award was received and the category, “Outstanding Performance,” are indicated.
  - b. The words “SAG Awards Winner,” “Screen Actors Guild Award Recipient,” “The Actor Nominee,” and “SAG Award Nominee” or similar descriptions incorporating SAG-AFTRA marks may appear on video cassettes and disc packaging of any motion picture that has a performer in the cast who has received The Actor® statuette or nomination under the following conditions:
    - i. The motion picture actually has a performer in the cast who received The Actor® or a SAG Award nomination;
    - ii. The award year for which the performer won or was nominated is indicated;
    - iii. The terms, “Nomination(s),” “Nominee(s),” and/or “Nominated for” appear in the same size, style and color of type as the marks “The Actor” and /or “Screen Actors Guild Award”;

- iv. SAG-AFTRA marks appear with appropriate notice of trademark and service mark ownership and/or registration as set forth in these Regulations, and credit is given to SAG-AFTRA as the owner of these marks as follows: "Screen Actors Guild Awards® is the registered trademark and service mark of SAG-AFTRA"; "The Actor® is the registered trademark and service mark of SAG-AFTRA."

#### **IV. Editorial Use**

News and editorial uses of Screen Actors Guild Awards symbols and SAG-AFTRA marks in stories and articles appearing in newspapers, periodicals, digital publications and on television or mini-motion pictures, are subject to the following conditions:

- a. All published representations of The Actor® statuette, including photographs, drawings and other likenesses, must include the notice of copyright, "© 1995 SAG-AFTRA".
- b. Neither the marks "Screen Actors Guild Award," "SAG Awards," nor "The Actor" may be used to describe awards given by organizations other than SAG-AFTRA or legacy Screen Actors Guild.