

**NOTE:** ONLY chartered league officers on record (in the Data Center) may request usage of a registered trademark. This is also true for the certified District, State and Regional Commissioners. If a specific format (tiff, illustrator, etc.) of the logo is required, that information should also be noted when making a request for logo permission – otherwise a jpeg will be sent. Tournaments - the hosting league (not the presiding Commissioner) must make the request.

As regards usage of the name, image, likeness and logos for Babe Ruth Baseball, Babe Ruth Softball and Cal Ripken Baseball, National Umpires Association, Bambino Buddy-Ball, as well as for the man Babe Ruth and the men Cal Ripken, Jr. and Cal Ripken, Sr., please note the following:

**Under no circumstances** are leagues, districts, states or regions and their respective personnel permitted to use the aforementioned trademarks and trade names without the written permission of Babe Ruth League, Inc.'s Executive Vice President/CFO Rosemary Schoellkopf. Under restricted provisions, the man Babe Ruth may be used. However, under no circumstances may the individuals Cal Ripken, Jr. or Cal Ripken, Sr. be used.

**And, under no circumstances** are the trademarks and trade names listed above to be used for:

1. To be used on league or team uniforms (only the Official Babe Ruth Shoulder Emblems and the Official Cap Emblem Options are permitted – see the Babe Ruth rulebook under *Local League and Tournament Play – Special Rules and Regulations*: “**SHOULDER EMBLEMS (ALL DIVISIONS)** – All teams participating in Babe Ruth local League and Tournament competition are required to wear the Official (Cal Ripken Baseball, Babe Ruth Baseball, Babe Ruth Softball or Bambino) Shoulder Emblem (shown in Official Babe Ruth Supply Catalog) on their left uniform sleeve...etc.”; and “**CAP EMBLEM OPTION** – Leagues have the option to purchase caps from approved dealers: Pacific Headwear and/or Outdoor Cap (as well as Delong and New Era which were licensed after the printing of the 2011 rulebooks) or replica major/minor (MLB team logo) caps licensed by Outdoor Cap containing the Official Cal Ripken Baseball, Babe Ruth Baseball or Babe Ruth Softball logos. (Cap emblems are provided to them from Babe Ruth League, Inc.) Only these caps will satisfy the Official Shoulder Emblem requirement for local league and tournament play, etc.”
2. Financial gain, including but not limited to services, products or any item which may be construed as monetary gain
3. To contract with any entity or give permission for usage thereof.
4. To contract for goods or services which are sponsored, provided or manufactured by Babe Ruth League, Inc. or its licensed contractors (items such as baseballs/softballs, trophies and plaques and other items)
5. To use the registered trademarks/logos on any internet or websites other than Babe Ruth Online ([www.baberuthonline.com](http://www.baberuthonline.com)). “Babe Ruth Online” is the NEW official on-line web hosting service and resource offering league tools for free such as roster tools, ID card tools and many other time saving and quality processes available to chartered Babe Ruth leagues. Babe Ruth Online is powered by Babe Ruth League, Inc. For more information, go to: [www.baberuthleague.org/BabeRuthOnline.htm](http://www.baberuthleague.org/BabeRuthOnline.htm). Note: Leagues who wish to use the logo on other websites must put their request in writing, providing the website address. A decision will be made whether permission can be granted, or not.

Please review the “Statement of Policy” in the Official's Handbook of Babe Ruth League, Inc. Therein you will find the following:

Babe Ruth Baseball, Babe Ruth Softball, Cal Ripken Baseball, and Bambino Buddy-Ball are activities for the youth of America and foreign countries which were created and exist for the paramount purpose of benefiting youth. It is the stated policy of Babe Ruth League, Inc., anything which is inconsistent with that purpose, or which weakens or detracts from it, is alien to the essence of this program and cannot be supported.

Accordingly, the program must not be used as a source of private gain to any individual or to any organization on any level, whether local, district, state or region. All earnings must be put back into the program.

**IMPORTANT** - Lists of Babe Ruth or Cal Ripken leagues, names, addresses, contact or personal information, etc. can NOT be released to any organization or individual. All requests for such must be referred to International Headquarters. It is your responsibility to prevent any individual or organization from access to our leagues and players.

It is the firm resolution of Babe Ruth League, Inc. the afore stated policy governs the entire Babe Ruth Baseball, Babe Ruth Softball, Cal Ripken Baseball and Bambino Buddy-Ball organization and all respective operations and it be a basic tenet thereof. Any violation of such policy is considered to be inimical to the principles of Babe Ruth League, Inc. programs and it will constitute cause for expulsion therefrom of any offending individuals or organizations.

Please be aware that if you or your league had previously requested permission to use the logo and it was granted, that permission is not transferable to any other individual or entity other than the original usage requested. If permission was granted for a specific use, please note that permission was for one time only. The logos can only be used in conjunction with your league name or Babe Ruth event unless otherwise specifically provided for in writing by Babe Ruth League, Inc.

**TO REQUEST PERMISSION** -- If further clarification is needed, or to request permission to use any of the logos in a manner specified or unspecified above, the request MUST BE IN WRITING by a league officer or board member to Rosemary Schoellkopf, Executive Vice President/CFO, Babe Ruth League, Inc. Headquarters - by mail: P.O. Box 5000, Trenton, NJ 08638; by fax: 609-393-7947; or by email: [rosemary@baberuthleague.org](mailto:rosemary@baberuthleague.org).