

Agreement for a Release to Use Assurant Logo



This Agreement is effective the _____ day of _____, 20 ____ (“Effective Date”) and describes the conditions defined between Union Security Insurance Company whose principal address is 2323 Grand Boulevard, Kansas City, MO 64108 and _____ (The Legal Entity Name of 3rd Party) (“the Legal Entity 3rd Party”) whose principal address is _____ regarding use of the Assurant logo. The Assurant logo and the service mark “Assurant” are property of Assurant, Inc. In the United States, the registration number of the Assurant logo and service mark is _____ (number of registration for country in which the transaction takes place).

A. Limitations and Restrictions

The Legal Entity 3rd Party may use the Assurant logo and/or service mark solely for the purpose of

(Description of use - must be very specific and if necessary, refer to addendum with illustrations or graphics)

The logo will be showcased in a positive light. Union Security Insurance Company is entitled to and will have 30 days to review and make reasonable edits on the draft page layout before publication. Any use other than that described first must be approved in writing by Union Security Insurance Company through a similar agreement.

This agreement is valid *until* _____ (+2 years - 1 day from the "Effective Date"). However, Union Security Insurance Company reserves the right to withdraw permission for continued use of its logo and/or service mark by the Legal Entity 3rd Party at any time without cause. If Union Security Insurance Company makes use of this right, it will not be held liable for any damages.

Union Security Insurance Company will provide the Legal Entity 3rd Party with graphic materials including:

(Describe specific source graphic materials, such as graphic computer files, camera ready art, etc.)

Any conversions, duplications, or other adjustments necessary to produce the logo for the purpose described in this document will be done by the Legal Entity 3rd Party and solely at the cost of the Legal Entity 3rd Party.

Requested file format(s):

- TIFF
- JPG
- EPS
- GIF

Requested logo coloration:

- 4-Color
- 2-Color
- Black and white
- Line art

Type of planned production/printing:

- Xerox copies
- Local color printer
- Internal Printing Center (Indigo color press)
- PDF only
- Professional outside vendor
- Other *(Describe.)* _____

The Assurant logo may only be used exactly as it is present within the graphic source material provided and/or within the guidelines described in any applicable attachment to this Agreement. No alterations to this artwork, including but not limited to variations on color reproduction, are allowed.

Final drafts of artwork for the purpose described in this agreement must be reviewed with the Assurant Communications representative for Union Security Insurance Company prior to production and/or distribution.

B. Limitations and Restrictions

The Legal Entity 3rd Party shall indemnify, defend, and hold Union Security Insurance Company, its employees, agents, assigns, representatives and related entities harmless from and against any claim, demand, loss, fine, damage or expense (i) resulting from breach of this Agreement by the Legal Entity 3rd Party, its agents or representatives; (ii) arising as a result of any act or omission by the Legal Entity 3rd Party, its agents or representatives; (iii) incurred by Union Security Insurance Company based on any claim that any use of Union Security Insurance Company's artwork in the context prepared by the Legal Entity 3rd Party infringes any copyright, trade secret, or other proprietary right of any third party.

Final drafts of artwork for the purpose described in this agreement must be reviewed with the Assurant Communications representative for _____ (legal name of the Assurant entity involved) prior to production and/or distribution.

IN WITNESS WHEREOF, the parties by their duly authorized representatives have executed this Amendment as of the Effective Date.

THIRD PARTY ENTITY: The Legal Entity 3rd Party

Signature of authorized signatory of the Legal Entity 3rd Party

Date _____

Name of authorized signatory of the Legal Entity 3rd Party

Contact name, phone number, and e-mail address for the Legal Entity 3rd Party

ASSURANT ENTITY: Union Security Insurance Company

Signature of authorized signatory of Union Security Insurance Company

Date _____

Name of authorized signatory of Union Security Insurance Company