



Application for use:

SURI SIMPLY STUNNING MARK

The Suri Network is the sole owner of the registered trademark consisting of the complete Suri Simply Stunning graphic. The Suri Network is required to regulate its use and provide assurance that such uses comply with specific guidelines established for the program.

As such, members and other users must initially complete this detailed application and provide information sufficient for the Suri Network to evaluate conformance with use guidelines. Licensed users who wish to continue use after the initial application approval may complete an abbreviated use the Renewal Application annually. The Renewal Application can be found at www.surinetwork.org. The Suri Network reserves the right to request additional information or a resubmission of the initial use application at its sole discretion to maintain compliance with Federal trademark and organization specific requirements.

Applicant Name

Farm/Ranch or Business

Physical Address

Email

Phone

Please complete the following and submit with the appropriate fee payment. Applicants will be granted an annual license for use of the Suri Simply Stunning Mark as outlined below.

**Current Members of the Suri Network (Full Membership Only)**

Annual Use Fee Included in Membership

**Non- Members**

Annual Use Fee \$250.00



## Tell us about one of your products

The Suri Network is committed to growing market awareness of Suri alpaca fiber to the end consumer. Awareness requires outstanding products that exhibit the specific attributes of Suri fiber at its best and which carry the Mark. The Suri Network is seeking success stories to inspire the innovation required to develop a successful product. Please share your story and attach a photo of the product.

Please check one of the following:

<input type="checkbox"/> I authorize the Suri Network to share this information with the Fiber Committee	<input type="checkbox"/> I do not have a product to share
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### Product Description:

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### Educational Assistance

List any educational experiences you completed for development of the product

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List any educational experiences you would have liked to have had to better develop or market the product \_\_\_\_\_

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### Fiber Grading and Sorting:

Was the fiber for this product graded and sorted?

**NO**       **YES**, please list who did the grading and sorting \_\_\_\_\_

### Criteria for the Product:

Check, if an important part of the product and explain why

**Color** \_\_\_\_\_

**Fiber Length** \_\_\_\_\_

**Micron or Grade** \_\_\_\_\_

**100% Suri** \_\_\_\_\_

**Blend: What type and percentage(s)?** \_\_\_\_\_

**Luster** \_\_\_\_\_

### Outcome:

Please describe general market reaction and anything you would do differently

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## Tell us about your animals

(If your intended use of the mark is only for products made from Suri fiber and will not be used to promote your animals or breeding program, you may skip this section and move on to the Commitment and Use Requirements.)

Representative Suri Fiber comes from quality Suri Alpacas. This program is committed to the health and responsible reproduction of the Suri Network Breed Standard:

*The ideal Suri alpaca is the epitome of true alpaca type with a distinctive elegant profile, perfect head, and outstanding conformation. Suri Network members strongly believe that it is important to preserve the purity of the Suri genotype by breeding Suri males to Suri females. The Suri fleece exhibits highly aligned, draping locks of high luster, fine, slick and cool handling fiber.*

### Use of Tools Available:

Tool	Directions and documentation criteria	Past 12 months	
<b>Histograms</b>	Enter number of Histograms.		
<b>AOA EPD's</b>	Enter number of histograms released to the AOA EPD program		
Tool	Directions and documentation criteria	Past 12 months	Prior year
<b>SKIN BIOPSIES</b>	Enter number of Skin biopsies.		
<b>SHIP</b>	Year of evaluations and include number of animals evaluated. If more than one SHIP evaluation in the past, list each.		

Shows	List Shows attended	Past 12 months
<b>Halter</b>		
<b>Walking Fleece</b>		
<b>Fleece</b>		
<b>Spin-off</b>		

Note: Skin Biopsies and SHIP evaluations from prior years remain relevant as a tool

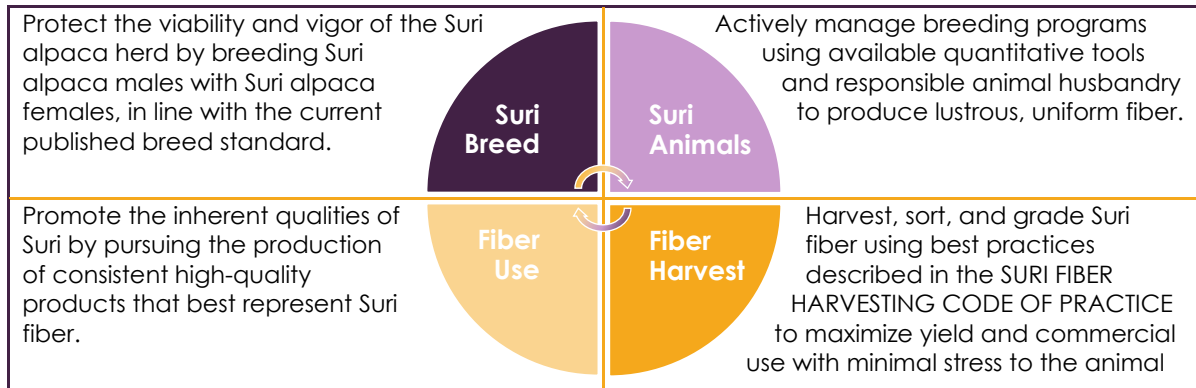




## Commitment and Use Requirements

### Commitment:

Use of the Suri Simply Stunning Mark represents a shared commitment to four cornerstone requirements:



I, \_\_\_\_\_, representing \_\_\_\_\_, share this commitment to the Suri breed through my actions as a breeder, fiber producer, or in buying or using Suri fiber. It is understood that each of the four cornerstone requirements may not apply to every applicant, but that each applicant commits to supporting all of them through actions that promote and distinguish the Suri alpaca and its fiber qualities.

### Use Requirements:

The Suri Network owns all rights to the Suri Simply Stunning Mark including its use and presentation. Products and materials that promote only the Mark are licensed exclusively to the Suri Network.

The Suri Network may license the use of the Suri Simply Stunning Mark to members or others that demonstrate a shared commitment to the program and follow the certification requirements including demonstrated activities that provide continuous improvement in the breeding and care of Suri alpacas and/or the harvesting or use of Suri alpaca fiber. The license for use is revocable for non-compliance with the program, lapse of membership, or alteration, misuse, or fraudulent display of the Mark.

The Mark consists of the entire Suri Simply Stunning Mark graphic, The Suri Network will provide authorized users Mark graphics in color and black and white styles and in a limited variety of graphic formats determined by the Suri Network. These files may be updated on an annual basis. The Suri Network retains all rights to all versions, and no superseded version may be used in any way.

Approved licensees may use the Mark:

- To promote their farm/ranch or other Suri business
- By breeders to distinguish themselves as Suri Simply Stunning breeding programs
- For fiber purchased from a Suri Network member
- On products that contain Suri fiber
- The Mark must be used along with the licensees' farm/ranch or business name

I, \_\_\_\_\_, representing \_\_\_\_\_, have read, understood, and agree to the requirements for use of the Suri Simply Stunning Brand Mark. This license must be renewed each and every year with your Suri Network membership renewal or by paying the annual Suri Network Simply Stunning non-member fee.