



CORPORATE RELATIONS POLICY

The following guidelines apply to UCP's national corporate development relationships. UCP will develop corporate relationships that provide benefits to the public or UCP that are consistent with the UCP mission to advance the independence, productivity and full citizenship of people with disabilities through an affiliate network.

Appropriate Corporate Development Relationships

UCP will develop relationships only with Corporations that are supportive of UCP's mission, policies and positions, and with which a relationship would not tarnish or damage UCP's name, reputation or goodwill. The term "Corporations" includes non-related corporations, partnerships, sole proprietorships or any other legally recognized for-profit or non-profit business organizations.

Required Benefits of Relationships

Corporate relationships should support and enhance UCP's mission through achieving one or more of the following objectives in a measurable manner:

- Educate and create awareness about UCP and its mission
- Serve people with disabilities through UCP programs and services
- Collaborate to create the innovative solutions that will support and improve the lives of people with disabilities
- Advocate for policies that benefit people with disabilities

Product or Service Endorsement

UCP will not specifically endorse any commercial product or service without approval from the Board of Trustees. Any endorsement of a product or service shall comply with a certification program to be developed by UCP and approved by the Board.

The UCP name, logo, or other trademarks may not be used on mission-aligned products or services without approval by the Board of Trustees to ensure there is not a perception of endorsement. Mission-aligned products or services are those that are specifically intended for use by people with disabilities. The UCP name, logo or other trademarks may appear on non-mission aligned products or services as appropriate to the Corporate relationship.

The following list of mission-aligned and non-mission aligned products and services is intended to serve as a guide, and is not exhaustive.

Mission-Aligned:

- Certain prescription drugs
- Medical devices for people with disabilities
- Wheelchairs
- Toys marketed specifically for children with disabilities

Non-Mission Aligned:

- Clothing
- Food
- Personal care products
- General athletic equipment

Corporate Exclusivity

UCP may include exclusivity in its relationships with particular Corporations as appropriate, except that such exclusivity shall not apply to cause promotions or to any product or service certification program which UCP may develop.

High-Risk Products, Services or Enterprises

While cash or in-kind support from Corporations engaged in high-risk products, services or enterprises is acceptable, ongoing relationships with such Corporations will be considered on a case-by-case basis, and must be approved by the Board of Trustees. High risk products, services or enterprises are those that may directly contribute to causes of disability or undermine the treatment, therapies or services which people with disabilities need. Cause promotions shall not take place with Corporations engaged in high-risk products, services or enterprises, and UCP will not permit its name, logo or other trademarks to appear on products or services of such Corporations. Any relationships with Corporations engaged in high-risk products, services or enterprises should address the very issue that makes a product, service or enterprise “high risk.”

Written Agreements

All Corporate relationships must be established through a written agreement approved by the CEO that includes the following:

- Time period of relationship
- Obligations of both parties
- Minimum guaranteed benefits to UCP
- Specifications for how the relationship will be publicly communicated, including UCP approval for all relationship-related public communications
- Use of UCP name, logo and trademarks
- UCP’s ability to terminate the relationship prior to expiration

UCP Approval of Trademark Usage

Prior written approval is required for all uses of the UCP name, logo and trademarks by a Corporation.

Application to Affiliates

Pursuant to the affiliation charter agreement, UCP’s affiliates may not license or permit the use of UCP’s name, logo or other trademarks by a Corporation without the written approval of UCP or engage in use of UCP’s licensed trademarks and other intellectual property in a manner that discredits UCP or tarnishes its reputation and goodwill. While affiliates’ Corporate relationships do not require approval by UCP, affiliates should adhere to the principles of this policy to ensure they are not engaging in use of UCP’s licensed trademarks and other intellectual property in a manner which may discredit UCP or tarnish its reputation and goodwill. Affiliates should be particularly mindful of engaging in ongoing relationships with Corporations associated with high-risk products or services. UCP reserves the right to terminate an affiliation agreement for violation of the terms of affiliation.