

Hurttä Trademark & Brand Policy

Welcome to Hurttä's Trademark and Brand Policy page. Below you'll find our guidelines, so that you can interact with the Hurttä brand correctly.

Usage Guidelines

Hurttä's trademarks and trade dress are protected in the US and internationally, and may not be used without our written permission. Hurttä's trademarks include, but are not limited to, Hurttä, our Hurttä logo, our Hurttä Outfitting Outsiders' logo, and other graphics, phrases or images that identify the source or origin of Hurttä's product and services. Do not alter or modify the marks or use them in a confusing way that suggests that Hurttä sponsors or endorses you or your products or services, or confuses the Hurttä brand with another brand.

You may use our Hurttä wordmarks (such as Hurttä, but not our logos) in truthful and factual statements to communicate: (1) that your product is "made for use with" or "compatible with" Hurttä's products (more about this is below), or (2) that your canine was using an authentic Hurttä product, or (3) your interest in Hurttä's. If you are an authorized Hurttä distributor or reseller, you should review your agreement with Hurttä to understand your authorization to use Hurttä marks.

If you are in the media and need access to Hurttä's press kit, please email: pr@HurttäAmerica.com

Websites/Fansites

Do not apply for a trademark containing HURTTA or one of our other marks, and do not use HURTTA in your website name or register a domain name that contains HURTTA, Outfitting Outsiders or any of our other marks, or misspellings or other variations of our marks. Your website or fansite must not copy the distinctive Hurttä look and feel, as we do not want anyone to be confused about whether it's your site or our site.

Buy from an authorized retailer, reseller, or distributor of our products

We take the protection of our brand very seriously. Authentic Hurttä products are available worldwide in retail stores. By purchasing your Hurttä products from an authorized retailer, reseller, or distributor, you are helping us maintain the authenticity of our brand.