

Brock Racing Enterprises Trademark Q&A

Q: What trademarks do Brock Racing Enterprises (BRE) own?

A: BRE is the owner of the BRE logo and the BRE race car graphics (e.g. colors, stripes, graphics, etc.)

Q: How long has BRE owned these trademarks?

A: BRE has owned their trademarks since they began using them commercially in 1967.

Q: Don't trademarks expire after a certain period of time?

A: No. Trademarks never expire. Trademarks can only be abandoned.

Q: Didn't BRE stop using their trademarks at some point in time?

A: BRE has never abandoned their name or their trademarks. BRE has continued to use their trademarks for various historical-related projects such as models and artwork over the years. In the last couple of decades BRE has also used the BRE name and trademarks in their non-historical related businesses such as photojournalism and consulting services, which may or may not have been visible to the public.

Q: Is there anything I should do if I currently offer products that use the BRE name or trademarks (logo or race car liveries)?

A: Yes, if you are not licensed by BRE to use BRE's name or trademarks, contact BRE at info@bre2.net. BRE will work with you to create a license appropriate for your business or hobby.

Q: What is the new BRE Tribute Vehicle Program?

A: The BRE Tribute Car program is a way for people who have, or want to create, clones of the BRE cars to be licensed to use the BRE trademarks. Being licensed provides BRE the protections it needs to maintain ownership of their trademarks and provides car owners: 1) the right to use BRE's trademarks, 2) access to BRE for detailed information on how to create or maintain their cars in the BRE livery including car colors, graphics layouts, decals, etc. and 3) licensees receive two special BRE Tribute Vehicle decals that can be placed on their cars to indicate BRE officially approves of their very cool car as well as an official Certificate signed by Peter Brock. Please refer to the BRE Tribute Vehicle Program Q&A for more details.

Q: Why is it important that BRE know how I'm using their trademarks?

A: "BRE", the BRE logo and the BRE race car graphics have specific meaning to people. Peter Brock created a company, products and a race team that mean quality, high performance, fun and success. BRE wants to maintain that meaning for the public. BRE's goal is to help ensure that when someone gets a product that uses a BRE trademark they are getting what they expect of BRE.



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Q: Is there a fee for any of these licenses?

A: Yes. The BRE trademarks have value. If they didn't have value, people wouldn't use them. The U.S. Courts look at fees being charged for the use of a trademark as proof it has value. If you're using BRE's trademarks for commercial purposes, BRE will work out an arrangement that fits your business or hobby. If you are the owner of a clone car, there is a nominal flat fee for the BRE Tribute Vehicle license.

Q: I created my clone of a BRE car before BRE came out with their Tribute program. Does the program still apply to me?

A: Yes. BRE has owned these trademarks since 1968. Anyone using these trademarks needs to be licensed. The Tribute program does not eliminate the requirement to have had a license in the past (many people are currently licensed however). It is a new program BRE has created so users of the BRE trademarks can easily understand what's needed and there's a simple process for getting licensed.

Q: I live outside of America. U.S. Trademarks certainly don't apply to me do they?

A: If you have a clone of a BRE car, no matter where it resides, you are representing BRE to the public. For BRE to maintain ownership of our trademarks in the U.S. we need your use of our trademarks to be licensed. This not only protects our trademarks in the US but protects our rights to our trademarks should we decide to apply for registered trademark status in a country outside of the US. Signing an agreement with BRE does not negate any rights you may have within your country but it does help BRE maintain their trademarks here in the U.S.

Q: I still don't get it. How do I find out more information or get licensed?

A: Send e-mail to info@bre2.net or call 702-558-3374 with as many details as you can provide about your situation (photos greatly appreciated). We'll either send you the appropriate version of our trademark licenses or get back to you with our recommendations or questions.

Thank you for helping us ensure BRE continues to represent what Peter Brock began over four decades ago.



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