



Bowling Ball Name Clearinghouse SOP-BALL-30

STANDARD OPERATING PROCEDURES

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PURPOSE

To reserve ball series names of future bowling balls while they are in production and minimize the risk of other brands developing a product of the same name at the same time.

MATERIALS

- Ball Name Clearinghouse Reservation Form
- Bowling ball series intended for release in the US Market

TESTING PROCEDURE

1. Ball Name is submitted by a ball brand on a completed, notarized Ball Name clearinghouse reservation form. By submitting a ball name to the ball name clearinghouse, the bowling ball brand recognizes that there is full intention of using the name and not to simply block name usage for other bowling ball brands.
2. Qualifying names for the bowling ball clearing house are names of the main nameplate of a future release, not the extensions used to identify specific balls in the series. Additionally, common extensions used by all brands will not be considered for ball series name reservation. These common extensions include, but are not limited to:

Table 1: Names not considered for reservation.

Solid	Reactive	Tour
Pearl	Urethane	Pro
Hybrid	Poly / Polyester	Color Names

3. USBC staff reviews the new ball series name submission against existing names that are currently reserved. Duplicate names are considered any names that are either spelled the same, or sound identical when spoken. For example, The Extreme Tough Physics would be a duplicate name of the Xtreme Tuff Physix if one or the other was already reserved.
 - a. If there are no duplicate names being reserved, the new ball series name will be added to the list of reserved names.
 - b. If a duplicate name is found, the second brand requesting the name will be notified that their requested name is unavailable, and a revised Ball Name Application Form will need to be submitted with a new name.

NOTE: there will be examples where two brands have different ball series names and apply for the same ball name. For example, brand one has the series name *Super* and brand two has the series name *Star* and both brands apply for the ball name *Super Star*. In these cases, the brand that first submits the Ball Name Clearinghouse Reservation Form for the ball model *Super Star* will successfully reserve it, and the full name will not be usable by the second brand to submit it.

4. Once a ball name has been added to the list of reserved names, it will remain on the list for 180 days. If USBC does not receive approval samples within that 180-day period, the name will be released. The name reservation may be extended by resubmitting the Ball Name Clearinghouse Reservation Form. Should the need arise

to change the listed brand on a reservation, this can also be done by resubmitting the Ball Name Clearinghouse Reservation Form, provided the per brand limit is not exceeded.

5. Each brand is allowed to have two ball series names reserved at any given time. Once a ball has finished the approval process and is released into the market, the name will be released from the Bowling Ball Clearinghouse.
6. Any disputes between companies attempting to use the same ball name are between the ball companies. USBC will assume no responsibility for the losses, damages, etc. resulting due to the program not identifying a conflict between two ball names.
7. The USBC Equipment Specifications Department understands the confidentiality of the ball name information being submitted by the brands and agrees not to share any information with other ball brands. The only information that will be shared is when a name or nameplate has been previously reserved.