



**Humboldt Broncos Junior 'A' Hockey Club**

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**MEDIA RELEASE**

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**Wednesday, November 3, 2021**

**"For Immediate Release"**

**Statement from The Humboldt Broncos Junior 'A' Hockey Club on  
REGISTRATION OF TRADEMARK**

**Humboldt, SK** – The Humboldt Broncos Junior 'A' Hockey Club are pleased to announce as of October 26, 2021, the name "Humboldt Broncos" and the design of the Humboldt Broncos logo have been officially trademarked and registered with the Canadian Intellectual Property Office in accordance with the provisions of the Trademarks Act.

The Humboldt Broncos logo was created in 2002, and has been in use by the club ever since. Following the 2017-18 Humboldt Broncos tragedy, many vendors began utilizing the name and logo on various commemorative items, including, but not limited to, clothing and decals. One disadvantage of allowing unlicensed third parties to reproduce the Humboldt Bronco's name and logo runs the risk of losing its distinctiveness. The Humboldt Broncos wanted to reaffirm its control of the logo and the brand, and therefore, trademarking was undertaken to accomplish this goal.

"This process was initiated by the Humboldt Broncos Board Members of April 2018 and has involved many board members over the past 3 and a half years to get to where we are today. On behalf of the current board and the entire club, we thank each of them for all their hard work to get this process started and successfully completed," said Andre Kruger, President of the organization.



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To ensure that the requirements of the Trademarks Act are satisfied, anyone wishing to use the Humboldt Broncos name and/or logo for any reason are required to submit a written request to the Humboldt Broncos Organization via email at [hbroncos@sasktel.net](mailto:hbroncos@sasktel.net). Each request will be reviewed by the board before a decision is made.

The Humboldt Broncos organization sincerely thank everyone for their continued support.

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**FOR FURTHER INFORMATION, CONTACT:**

**Humboldt Junior 'A' Hockey Club**

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