



Best Buy® Logo Authorization Request—For External Use

Please complete this form to request authorization to use a Best Buy logo. Once received and request approved, you will be provided artwork.

E-mail requests to: DigitalAssetSpecialist@bestbuy.com

Logo requested:

- Best Buy
- Available At Best Buy (for products available at Best Buy, but not exclusive)
- Only At Best Buy (only for products available exclusively at Best Buy)

If selecting Only At Best Buy, please list Only At Best Buy Claim number (available from your Best Buy contact)

Claim Number _____

- Geek Squad
- other, please specify _____

Name of entity making request:

Company name: _____
 Requester name/title: _____
 Address: _____
 Phone: _____ E-mail: _____
 Best Buy Contact Name: _____ Phone: _____

Media vehicle: Print Radio Television Direct Mail Internet On Product

Other, specify: _____

Period of Use: Begin Date: _____ End Date: _____

Circulation (Quantity): _____

Geographic Scope of Use [List specific regions, countries, etc.]:

Purpose:

- Promotion of product/service sold at Best Buy retail stores or BestBuy.com
- Promotion of unrelated product(s)/service(s)
- Participating retailer identification:
- Sponsorship/endorsement:
- Distributor identification:
- Other, specify: _____

Please attach a jpeg or PDF of proposed creative along with this authorization form.

Best Buy reserves the right to require samples of all content or materials for review and approval prior to use and/or placement of the logo and prior to placement in any Best Buy store. Best Buy Advertising, Visual Merchandising and Communication Departments require approval of all projects relative to their departments. Use of Best Buy marks is conditioned on compliance with Best Buy rules and procedures relating to quality control, and immediate discontinuance of use and/or removal upon Best Buy request. Failure to comply with this policy will result in appropriate corrective action. The Best Buy logo, taglines, trade names, trademarks, intellectual property and related concepts are the exclusive property of BBY Solutions, Inc. Adherence to these Standards is required. Any information about the misuse or unauthorized use of the Best Buy marks should be referred to The Best Buy Proofreading Department.

Signature: _____ Date: _____

Print Name: _____