

Use of the FireMed Name, Logo, and Marketing Phrases

FireMed is the trade name of City of Eugene, Lane Rural Fire/Rescue District and the City of Springfield ambulance membership program. It is registered through the Secretary of State in all counties in Oregon as an Assumed Business Name. The name, logo, and marketing phrases are trademarked and copyrighted nationally. The purposes for registering these elements are:

1. To control the manner in which the FireMed name is represented and may reflect on the Eugene/Lane Rural/Springfield program and upon other agencies utilizing the FireMed name.
2. To avoid confusion among customers as to which organization is responsible for service, especially in bordering service areas.
3. To protect the financial investment made by the Cities of Eugene and Springfield, and the Lane Rural Fire District, in the creation of the program concept, implementation, printed materials, advertising and community goodwill.

Permission is granted to Oregon public fire agencies to use this trade name for their ambulance membership program when the following conditions are met:

1. Permission may only be given to Oregon government (public) fire department-based EMS agencies and must be granted in writing. Other ambulance providers may still participate in the reciprocal agreement if they don't qualify to use the FireMed name for their membership program.
2. The name of the particular city, district, organization, or area served must precede the word FireMed.
3. Organizations wishing to use the name must adhere to the basic terms of the Eugene/Lane Rural/Springfield membership agreement.
4. Government organizations using the name must agree to enter into a reciprocity agreement with the City of Eugene, Lane Rural Fire/Rescue District, and the City of Springfield at the request of those agencies. The agreement stipulates that each organization entering into such arrangement will honor the other agency's member as a member of their program, i.e. A Eugene/Lane Rural/Springfield member receiving services by a reciprocal agency will receive the same member benefits as the reciprocal agency's member receives and visa versa.
5. The City of Eugene, Lane Rural Fire/Rescue District and the City of Springfield reserve the right to revoke permission to use the name FireMed if the above conditions are not met or if this action is required to maintain the integrity of the program and purposes of registering the name as outlined above.

Unauthorized use of the FireMed components without express permission and written authorization is strictly prohibited. Since all program content is intended for the ultimate benefit of the public and the service agencies involved, all aspects of the program are being carefully protected.