

# World Handicap System™ Terminology and Trademarks Usage Guide

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## Trademarks

The World Handicap System (WHS), including the Rules of Handicapping and the Course Rating System™, is the property of the United States Golf Association® (USGA®) and The R&A. Authorization to use the WHS (including WHS trade marks) is granted exclusively to a Multi-National /National Association within a geographic territory as determined by, and through an agreement with, the World Handicap Authority (WHA). Authorized Associations may delegate rights to administer the WHS to affiliated entities within their geographic jurisdiction subject to certain minimum requirements of the WHA. Use of the WHS outside of an Authorized Association's geographic jurisdiction is prohibited.

The following trademarks and service marks are owned or licensed by the USGA and The R&A. All rights reserved:

World Handicap System™, WHS™, Handicap Index®, Score Differential™, Low Handicap Index™, Course Handicap™, Playing Handicap™, Course Rating™, Course Rating System™, SLOPE®, Bogey Rating™, Slope Rating™.

Any provider or organization that is not authorized to use the World Handicap System is prohibited from using these marks or any part of the World Handicap System. This includes the Course Rating System and the handicap calculation formula, except when



the provider is assisting an Authorized Association or its member clubs with its handicap computation service or products.

## Use It or Lose It! Consistency in the Use of a Trademark

It is not enough to just register a trademark such as Handicap Index®. Authorized Associations must use it – or lose it. To demonstrate use of a mark (which is required for renewals of registrations), the mark that is used must be the mark exactly as represented in the trademark registration. To maintain trademark rights, the trademark must be continuously used within its business. The mark must appear prominently and consistently on materials, including digital materials such as publications, education and marketing materials.

Trademarks are used to distinguish a product from those of others, including competitors or pretenders. Consistent use helps customers know a product or service comes from a single authority. Marks also help customers trust that the product is the same used around the world.

### Purpose

This document provides standard guidelines for the usage of marks, terminology and attribution of the WHS when writing about or referencing the WHS, its trademarks and the Rules of Handicapping or the Course Rating System. This document does not constitute authorization to use the WHS. For more information on authorization of the WHS, please see the WHS website and its listing of Authorized Associations.

### Correct Use of Trademarks and Service Marks

The following provides a guide for capitalization, abbreviation, punctuation, spelling, numerals, and many other questions of language usage. Summaries of some of the most common terms and the rules around usage for the WHS are provided.

#### **Bogey Rating™**

The term Bogey Rating™ must always be capitalized with the trademark designation on first reference in a document.

#### **Course Handicap™ or CH™**

The term Course Handicap™ must always be capitalized with the trademark designation on first reference in a document. If using the acronym, capitalize the C and H with the trademark designation on first reference in a document.

### **Course Rating™ or C.R.™**

When used to describe the Course Rating value for a particular course, the term Course Rating™ must always be capitalized with the trademark designation on first reference in a document. If using the acronym, capitalize the C and the R with periods after each letter and with the trademark designation on first reference in a document.

### **Handicap Index® or H.I.™**

The term Handicap Index® must always be capitalized with the registered trademark designation on first reference in a document. If using the acronym, capitalize the H and I with periods after each letter and with the trademark designation on first reference in a document. The term Handicap Index should always be used as a singular term to denote the term as registered by the trademark office to be used exclusively by the WHS within golf. Avoid using Handicap Index in the plural tense (Handicap Indexes). The descriptor WHS or any other descriptor should never be used in front of the term. As the universal number used around the world to signify portability, it must be the singular number used in decimal form to denote the demonstrated ability of a player (i.e. no use of a Tournament Index, Handicap, WHS Index, etc.)

### **Low Handicap Index™ or Low H.I.™**

The term Low Handicap Index™ must always be capitalized and italicized with the trademark designation on first reference in a document. If using the acronym, capitalize the L, H, and I with a space between Low and H and periods after the H and I; include the trademark designation on first reference in a document. Avoid using Low Handicap Index in the plural tense (Low Handicap Indexes).

### **Playing Handicap™**

The term Playing Handicap™ must always be capitalized with the trademark designation on first reference in a document.

### **Ratings**

The terms Course Rating™ and Slope Rating™ must be spelled out, capitalized, and properly identified with the trademark designation on the first use within a document. Thereafter, the term Ratings can be used to indicate the collective values of the Course Rating and Slope Rating for a particular set of tees.

### **Score Differential™ or Diff.™**

The term Score Differential™ must always be capitalized with the trademark designation on first reference in a document. If using the abbreviation, capitalize the word Diff. with a period after the last letter and with the trademark designation on first reference in a document.

### **Slope Rating™ or SLOPE®**

The term Slope Rating™ must always be capitalized with the trademark designation on first reference in a document. If using the shortened word, capitalize the word SLOPE® with the registered trademark designation on first reference in a document.

### **World Handicap System™ or WHS™**

The term World Handicap System™ must always be capitalized with the trademark designation on first reference in a document. If using the acronym, capitalize the letters W, H and S with the trademark designation on first reference in a document.

## Number References

**Course Handicap** - The Course Handicap is expressed as a whole number. If a player is better than zero (0), the Course Handicap should be indicated with a "+" preceding the number (e.g. +2).

**Course Rating** - The Course Rating is used exclusively by the WHS for the calculation of a Handicap Index, Course Handicap and Playing Handicap and is expressed as a number taken to one decimal place (e.g. 72.6). A 9-hole course or the front nine or back nine of an 18-hole course will typically have a Course Rating value less than 50.0 (e.g. 33.4). The Course Rating and Slope Rating must not be used for any other purpose without authorization.

**Handicap Index** - The Handicap Index is expressed as a number taken to one decimal place (e.g. 9.7). If a player is better than scratch, the Handicap Index will be indicated with a "+" preceding the number (e.g. +1.2).

**Playing Handicap** - The Playing Handicap is expressed as a whole number. If a player is better than zero (0), the Playing Handicap may be indicated with a "+" preceding the number (e.g. +2).

**Slope Rating** - The Slope Rating is expressed as a whole number with a value from 55 - 155.

## Explanation of Phrases and Examples

The following are examples of common phrases and proper use to describe parts of the World Handicap System.

**Misuse:** Sally Miller has a 21.3 WHS Handicap Index®

**Proper use:** Sally Miller has a Handicap Index® of 21.3.

**Explanation:** Handicap Index is the singular term under the World Handicap System™ to denote a player's demonstrated ability as evidenced by their scoring record. There are many National and Multi-National Associations around the world which have been authorized the exclusive rights to implement and administer the WHS™ within their jurisdictions, including the issuance of a Handicap Index. Including WHS in front of Handicap Index implies there are other forms of a Handicap Index accepted as a term in golf (or other handicap system permitted to use the term Handicap Index).

**Misuse:** John Williams is currently playing to an 8.1, according to his official Handicap Index.

**Proper use:** John Williams is currently playing to a Handicap Index® of 8.1, according to his official scoring record under the World Handicap System™.

**Explanation:** The word official implies that there are other forms of a Handicap Index accepted as a term used in golf. Handicap Index is a registered trademark for golf, and no other use of the term Handicap Index is permitted. If there is a need to better legitimize, please relate the word official back to the Authorized Association, Golfer ID, Scoring Record, etc.

**Misuse:** Mary's Tournament Index is 9.3, rounded to 9 for the competition.

**Proper use:** Mary's Handicap Index® is 11.5 but she will have a Playing Handicap™ of 9 for the competition.

**Explanation:** The Handicap Index represents the singular number used in decimal form to denote the demonstrated ability of a player (with portability in mind). For a competition, a player will use their Playing Handicap which may have been adjusted for format of play or recommended handicap allowances. Only the Handicap Committee at a golf club may adjust the Handicap Index of a member. No other calculated value may be referred to as an Index.

**Misuse:** The player established their Handicap Index® from the blue tees at Palm Country Club.

**Proper use:** The player established a Handicap Index® by posting scores to the current Course Rating™ and Slope Rating™ of the tees played.

**Explanation:** Every time a score is posted it is converted into a Score Differential™ that evaluates performance as if it were made on a course of standard difficulty. As a result, the Handicap Index is a portable number.

## Branding and Attribution

Referring to WHS products/services: When referring to any WHS products or services use the applicable trade or service mark and ensure that such references: (i) are truthful, fair, and not misleading; and (ii) comply with these guidelines. Note that these guidelines may be modified by the WHS from time-to-time in its sole discretion.

Specifically, ensure that you:

- follow the directives within these guidelines;
- use the appropriate trademark symbol and trademark acknowledgment of WHS's ownership of the particular trade or service mark;
- do not incorporate WHS trade or service marks into your own product trademarks, service marks, logos, or company names; and
- do not adopt marks or logos that are confusingly similar to any WHS trade or service marks.

Use of WHS trade or service marks: When using a WHS trade or service mark, ensure that you:

- ALWAYS use such trade or service mark as an adjective, accompanied by an appropriate noun.
- Do NOT use a WHS trade or service mark as a noun.
- Do NOT pluralize a trade or service mark or make it possessive.
- Do NOT combine a trade or service mark with other words, symbols, or numbers, either as one word or with a hyphen.
- Do NOT abbreviate a trade or service mark, unless the abbreviation is itself a trade or service mark as indicated.
- ALWAYS use the proper spelling and the proper trademark symbol (® or ™ as applicable). For the trademark symbol, use the superscript format, but if this is not possible, then use parentheses ((R) or (TM) as applicable).
- ALWAYS use WHS trade or service marks in the way they were intended to be used. Do not use WHS trade or service marks for products or services for which they were not originally intended. Do not alter a WHS trade or service mark in any way.

*Identification of WHS trade or service marks:* In letters, memos, press releases, white papers, advertising, slides, websites, video, and other multimedia presentations, ensure that you:

- Properly identify (® or ™ as applicable) each WHS trade or service mark at the most prominent use (often in the headline) and again in the first occurrence. For presentation graphics, each WHS trade or service mark should be designated with the proper trademark symbol on each page or slide;
- In newsletters, magazines, and publications containing multiple articles, properly identify each WHS trade or service mark in the first occurrence in the Table of Contents, in headlines and in the first occurrence in every article in which it is used;
- In brochures, financial reports, books, white papers, data sheets, technical documentation, and other bound documents, properly identify each WHS trade or service mark in the first occurrence in the Table of Contents, in headlines, and in the first occurrence in text; and
- In all charts and graphs, properly identify each WHS trade or service mark, as such charts and graphs could become separated, copied and used independently.

*Acknowledgement of WHS trade or service marks:* Ensure that you include a proper trademark ownership notice that identifies each WHS trade or service mark used as being owned or licensed by WHS.