

APPLICATION FOR A REGISTERED KENNEL NAME

The English Shepherd Club Registry offers breeders the Registered Kennel Name program as a way to protect the usage of their kennel's name, in the naming of ESC registered dogs that they have bred. When a kennel name is registered, the English Shepherd Club Registry will exercise reasonable care in protecting such name for the use of the individual to whom it has been granted. The granting of a Registered Kennel Name does not imply endorsement of said kennel or its stock by the English Shepherd Club. The Registered Kennel Name is for the use of the breeder in the naming of dogs owned, registered or bred by the breeder. Owners of English Shepherds who wish to may use the ESC Registered Kennel Name of their dog's breeder in the ESC registered name of their dog.

THE REQUIREMENTS TO OBTAIN A REGISTERED KENNEL NAME ARE AS FOLLOWS:

- ◆ The applicant must be a breeder in good standing with The English Shepherd Club Registry.
- ◆ The applicant must not have an interest in a pet store. Kennel owners with an interest in dog dealerships or pet stores will not be granted a Registered Kennel Name.
- ◆ Unacceptable words in the kennel name would include, but are not limited to, conflicts either phonetically or in spelling with: names of cities, family names, corporations or trade names, as well as the names of very famous and universally recognized persons, living or dead, words commonly used in the naming of dogs. The name may be a unique word created by the applicant. The kennel name may not contain any derogatory or discriminatory words.

The English Shepherd Club reserves the right to reject any application. The granting of a Registered Kennel Name does not imply endorsement of said kennel or its stock by the English Shepherd Club. Registered Kennel names with the ESC Registry are considered permanent and will not be used more than one time.



Kennel Name Registration Application

Submitting this application does not guarantee the registration of a kennel name. The granting of a Registered Kennel Name is at the sole discretion of the English Shepherd Club Registry. Only a single individual can apply for a Registered Kennel Name. Please submit payment of \$16 along with the completed application to: **English Shepherd Club Registry**

Rebecca Winger
1904 Transit Trail
Apex, NC 27502
(919) 362-9303
e-mail: registrar@esc-registry.org

Applicant Name (please print): _____

Kennel Name: First Choice: _____ Second Choice: _____

I request the registration of the above kennel name. I understand that my kennel must sign and adhere to any/all rules listed in the rules and regulations of the ESC registry for a kennel and breeder.

Applicant's Signature: _____ Date: _____

Applicant's Email Address: _____ Phone: _____

Applicant's Address: _____ City: _____ State: _____ Zip: _____

Beneficiary Name: _____ Date: _____

Beneficiary Address: _____ City: _____ State: _____ Zip: _____

Beneficiary Phone: _____ Beneficiary Email Address: _____

Beneficiary Signature: _____ Date: _____

Revised July 27, 2005

The ESC Registry reserves the right to change rules, regulations and fees without notice.