



## THE KENNEL CLUB

Dear Breeder,

Thank you for applying for a Kennel Name/Affix. As a Kennel Name/Affix holder you will receive a number of exclusive Kennel Club benefits and services including special price Kennel Gazette subscription, Kennel Name/Affix Directory, a framing service and free access to the newly created puppy naming service (please see Litter Registration for further details). Please read carefully the relevant section notes contained within the guide before filling in the form.

### KENNEL NAME/AFFIX



A Kennel Name/Affix is effectively a “brand” name and it will differentiate your puppies from those of anyone who registers puppies within your breed. The Kennel Club will protect this word for your sole use for an initial charge and annual fee. This ‘Exclusive Breeder Signature’ also provides you with access to a hotline, where you will receive ‘fast-track’ access to all registration services. Once your Kennel Name/Affix has been granted you can make full use of all these benefits. Please call 0870 240 7495.

Your Kennel Name/Affix will be fully granted four weeks from the date it is published in the Kennel Gazette, subject to no objection being received by the Kennel Club. If a successful objection is received, you will be requested to return your Kennel Name/Affix Certificate, along with any related documentation. We will also request that you select an alternative name for your Kennel Name/Affix and will be happy to assist you with this process.

The Kennel Club will only notify you in the event of an objection being received and upheld, requesting that you submit an alternative choice for your Kennel Name/Affix. Otherwise no further correspondence will be sent from the Kennel Club to confirm this Kennel Name/Affix has been granted.

We would strongly recommend that you do not produce any printed material using the provisionally granted Kennel Name/Affix until the four weeks from the date of publication has elapsed. The Kennel Club will not accept any liability for costs incurred in the use of a Kennel Name/Affix.

Annual maintenance fees are due annually and a reminder will be sent one month prior to the due date. In the event that you change address, please advise us of your new address so that we may update your records and avoid delays in protecting your Kennel Name/Affix in the future.

### KENNEL NAME/AFFIX DIRECTORY

The Kennel Club protects and maintains over 70,000 Kennel Names/Affixes and produces a Directory which will help you select your own unique signature.

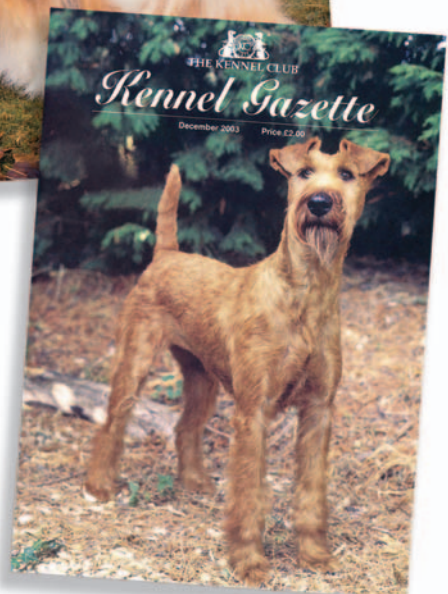
Order your own copy today for only £10 (plus postage and packaging) by calling 020 7518 1016.

### KENNEL GAZETTE

The Kennel Gazette is the official magazine of the Kennel Club with all the latest news and events in the dog world.

The Events Section of the Kennel Gazette provides full listings of all forthcoming events for all types of competition.

Kennel Name/Affix holders are invited to subscribe to this magazine at a special reduced rate of only £13 a year.



# A guide to help you complete an Application for the Registration of a Kennel Name/Affix

This form should be used by the applicant(s) to register for a Kennel Name/Affix. It should be completed in **BLOCK CAPITALS** in **Black Ink** throughout and sent to the Kennel Club.

## (1) The Applicant(s) name and address

The Applicant is the name of the person in whose name the Kennel Name/Affix is to be registered. Please complete all sections in order for the Kennel Name/Affix form to be accepted.

## (2) Kennel Name/Affix applied for (please read carefully)

- i. A selection of at least three names but ideally six should be given in order of preference.
- ii. The Kennel Name/Affix must be one word only, **at least 4 and not more than 12 characters**. Hyphens and apostrophes are not permitted.
- iii. The Applicant(s) cannot use his/her own surname.
- iv. Full breed names cannot be used within a Kennel Name/Affix.
- v. The approved Kennel Name/Affix will be granted subject to checks, and the certificate and letter will be sent. Please make sure this letter is read carefully.
- vi. The Kennel Club will protect an active Kennel Name/Affix exactly as spelt and has no obligation to disallow minor variations of a similar word.
- vii. A Kennel Name/Affix word can only be used for the naming of dogs where the ownership of Kennel Name/Affix and the registered ownership of the dog are identical.

Breed(s): Please state breed(s) interested in.

## (3) Annual Maintenance

- i. When a Kennel Name/Affix has been lapsed, the word will no longer be protected and may be available for the naming of individual dogs. The word may also become available to new applicants. It cannot be used by the original holder until an application has been received and accepted to re-instate the Kennel Name/Affix. The application form must be completed and sent with the appropriate fee of £70 in order that the Kennel Name/Affix can be re-instated.  
Please note the Kennel Name/Affix will need to be rechecked before it can be re-instated.
- ii. The Kennel Club will only protect your chosen word whilst maintenance/payments are made.
- iii. An initial fee of £70 is payable to register a Kennel Name/Affix. This includes registration and a year's maintenance.
- iv. Please note that maintenance of this Kennel Name/Affix will be due for payment annually on the date the Kennel Name/Affix was granted. The Kennel Club will notify you four weeks before the annual maintenance payment is due. If payment is not received a second reminder letter will

be sent advising that unless payment is received within 21 days the Kennel Name/Affix will be lapsed. (see guidance notes 3.i.)

- v. Whilst the Kennel Club will notify you when payment is due, the onus lies with the Kennel Name/Affix holder to ensure payment has been taken.

## (4) Declaration

The declaration must be signed by the applicant(s) in order for the Kennel Name/Affix form to be accepted.

## (5) Fee and Additional Items

There are additional services available with your registration of a Kennel Name/Affix application. Please indicate here which items you require including the initial application fee of £70 to register a Kennel Name/Affix.

## (6) Payment details

A,B,C: Please complete this section with your payment details.

C: Save £3.00 by making a Direct Debit Payment (£17.00), we recommend you select this method to ensure the Kennel Name/Affix does not lapse. If you wish to pay by Direct Debit, please complete Option C in the payment details section. Payment of £20.00 can be made by cheque, or credit/debit card by contacting the Kennel Name/Affix Hotline on 0870 240 7495.

## Returning your application

Once you have completed this form, please send it together with the appropriate fee to:

The Kennel Club,  
4A Alton House Office Park,  
Gatehouse Way,  
Aylesbury,  
Bucks  
HP19 8XU

## Glossary of Canine Terms

Dam	<i>Mother of the litter</i>
Sire/Stud Dog	<i>Father of the litter</i>
Whelping	<i>Date puppies born</i>
Breeder	<i>Registered owner of the dam</i>
Progeny	<i>Offspring/puppies</i>
Kennel Name/Affix	<i>Name exclusive to breeder</i>

For further information and guidance please call our Kennel Name/Affix Team on 0870 240 7495.

## NOTES:

The Committee reserves the right to reject any application to register a Kennel Name/Affix or transfer any dog or to change or cancel or suspend any registration and may cancel or suspend any registration or transfer or grant of a Kennel Name/Affix already made.

The acceptance of a registration is not a guarantee of its accuracy. When submitted, this form remains the property of the Kennel Club.

## Check List

- Have you completed all sections required?
- Have you checked all parties have signed the declaration?
- Have you included your payment?
- Have you complete the Direct Debit?
- Have you ordered a Kennel Club frame for your certificate?

## Return to

The Kennel Club,  
4A Alton House Office Park,  
Gatehouse Way,  
Aylesbury,  
Bucks HP19 8XU  
Telephone 0870 240 7495  
Facsimile 01296 486725  
[www.the-kennel-club.org.uk](http://www.the-kennel-club.org.uk)

**1 NAME AND ADDRESS OF APPLICANT(S)** PLEASE USE BLACK INK & WRITE IN BLOCK CAPITALS

1	MR/MRS/MISS/MS	INITIALS	SURNAME
2	MR/MRS/MISS/MS	INITIALS	SURNAME
3	MR/MRS/MISS/MS	INITIALS	SURNAME
ADDRESS			
POST CODE		TEL NO.	FAX NO.
EMAIL			

Your name and address will be retained by the Kennel Club for the purposes of its records and for keeping you informed about services offered by the Kennel Club. From time to time the Kennel Club and its marketing partners would like to send you information, by mail, about related products or services, either available from us or our marketing partners, which may be of benefit or interest to you. Please indicate here if you do not wish to receive such information.

**2 KENNEL NAME/AFFIX APPLIED FOR**

Please read guide note 2.

1	4
2	5
3	6
BREED(S)	

**3 ANNUAL MAINTENANCE**

Please note that maintenance of this Kennel Name/Affix will be due for payment annually on the date the Kennel Name/Affix has been granted. Save £3.00 by making a Direct Debit Payment (£17.00), we recommend you select this method to ensure the Kennel Name/Affix does not lapse. If you wish to pay by direct debit, please complete option C in the payment details section. Payment of £20.00 can be made by cheque, or credit/debit card by contacting the Kennel Name/Affix Hotline on 0870 240 7495. The Kennel Club will notify you four weeks before the annual maintenance payment is due. If payment is not received within one week of the due date a second reminder letter will be sent advising that unless payment is received within 21 days the Kennel Name/Affix will be lapsed. (see guidance notes 7)

**4 DECLARATION TO BE SIGNED BY THE APPLICANT(S)**

I/we agree to submit to and be bound by the Kennel Club rules and regulations in their present form or as they may be amended from time to time in relation to all canine matters with which the Kennel Club is concerned.

APPLICANT(S) SIGNATURE(S) \_\_\_\_\_ DATE \_\_\_\_\_

**5 FEE AND ADDITIONAL ITEMS**

<b>£70.00</b>	<input type="checkbox"/> Kennel Name/Affix Application Fee
<b>£13.00 (RRP £15.00)</b>	<input type="checkbox"/> Kennel Gazette Subscription
<b>£19.95</b>	<input type="checkbox"/> Frame for the Kennel Name/Affix Certificate <input type="checkbox"/> Supply VAT invoice

**6 PAYMENT DETAILS**

<b>Grand Total</b> £	<b>A. By Debit or Credit Card.</b> Please charge to my Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> Switch <input type="checkbox"/> Delta <input type="checkbox"/> Solo <input type="checkbox"/> Maestro <input type="checkbox"/> Electron <input type="checkbox"/> KC Charity Card <input type="checkbox"/> Card Number <input type="text"/> Expiry Date of Card <input type="text"/> Issue Number (if printed on card) <input type="text"/>
	Applicant(s) signature _____ Date _____
	<b>B. By Cheque.</b> I enclose a cheque made payable to the Kennel Club
	<b>C. Annual Maintenance Payments by Direct Debit.</b>

**Instructions to your Bank or Building Society**

Please pay the Kennel Club Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee.



Please fill in the whole form and send it to:  
The Kennel Club, 4A Alton House Office Park, Gatehouse Way, Aylesbury, Bucks HP19 8XU.

Originators Id No 980104

NAME(S) OF ACCOUNT HOLDER(S) \_\_\_\_\_

BANK/BUILDING SOCIETY \_\_\_\_\_

ADDRESS \_\_\_\_\_

POSTCODE \_\_\_\_\_

BRANCH SORT CODE \_\_\_\_\_

BANK/BUILDING SOCIETY ACCOUNT NUMBER \_\_\_\_\_

**FOR OFFICE USE ONLY**  
FEES OFFICE

I understand that this instruction may be passed electronically to my bank/building society.

Applicant(s) Signature(s) \_\_\_\_\_ Date \_\_\_\_\_

**THE DIRECT DEBIT GUARANTEE**

- This Guarantee is offered by all Banks and Building Societies that take part in the Direct Debit Scheme. The efficiency and security of the Scheme is monitored and protected by your own Bank or Building Society.
- If the amounts to be paid or the payment dates change the Kennel Club will notify you 10 working days in advance of your account being debited or as otherwise agreed.
- If an error is made by the Kennel Club or your Bank or Building Society, you are guaranteed a full and immediate refund from your branch of the amount paid.
- You can cancel a Direct Debit at any time by writing to your Bank or Building Society. Please also send a copy of your letter to us.