



LIVESTOCK
IDENTIFICATION SERVICES INC.

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Change to Arbitrary Brand Policy in Alberta

EFFECTIVE IMMEDIATELY: The Board of Directors of LIS recently passed a resolution pertaining to arbitrary brands in Alberta. The intent of the resolution is to once again allow the registering of arbitrary brands only if they had/have been registered, and only to the locations on the animal that are presently permitted.

In the past, arbitrary brands were difficult to create and code from a computer standpoint. This is no longer the case; hence the Board felt this restriction should be removed. As well, the policy to restrict arbitrary brands was just that: a policy (came into affect in approximately 1980). The unintended fall-out from this restrictive policy was a two-tiered system of brand holders, where arbitrary brand holders enjoyed a preferred status, in that they did not have to compete for any remaining unregistered locations. By once again allowing the sale and transfer of these arbitrary brands, we are in essence returning to the brand policy as it was prior to 1980.

However, before we once again allow the purchase of these arbitrary brands by the public, we are first providing the current arbitrary brand holders the opportunity to purchase the remaining locations still available. This is done out of respect to the current arbitrary brand holders and the ranching history attached to most of these brands. Arbitrary brand holders will have this opportunity up to September 30th, 2005 and after this deadline, any remaining locations still available will be offered to the public for purchase. A copy of the LIS Board resolution is outlined below:

- * Motion: Be it resolved that the Board amends the current restriction on arbitrary brands, to now include those arbitrary brands that have been approved in Alberta in the past (both current and expired) to be eligible for purchase and only in the positions currently approved per animal type (Horse LJ, LS, LT, RJ, RS, RT) / (Cattle LS, LR, LH, RS, RR, RH). Notice will be provided to all present arbitrary brand owners that the other locations of their arbitrary brand will be opened up to the public in one year's time, and that if they wish to purchase any or all other available brand locations, that they will be provided first opportunity to do so.

If you wish to purchase additional locations of your arbitrary brand or inquire about an arbitrary brand please contact our Brand Recorder, Dawn Benoit at toll free 1-866-740-4105 or email her at dawn.benoit@lis-alberta.com.

If you have any questions regarding this policy change please do not hesitate to contact us at our Head Office at 1-866-509-2088 or local 403-509-2088.

David Moss

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