



THE KENNEL CLUB

Form 10

Application for the registration of a kennel name





Thank you for applying for a kennel name. As a kennel name holder you will receive a number of Kennel Club benefits and services as part of your exclusive membership package.

Kennel name

A kennel name is an exclusive word that is associated with you and your dogs. Known as your 'breeder signature', a kennel name will set your puppies aside from those of anyone else. You can include your kennel name within the names of your puppies at the point of registration as well as add to an existing name of a dog in your current registered ownership. Becoming a kennel name holder will also enable you to receive the puppy naming service free of charge.

For further details on applying please visit:

thekennelclub.org.uk/kennelnames

Petlog

Petlog is the UK's largest database for microchipped pets.



Petlog is managed by The Kennel Club and has been in operation for over 20 years, securely holding over 10 million pet keeper details. As your dog will already have been microchipped to enter the UK, it is important that you register their details with a government-compliant database. Petlog provides you with complete support to help you be reunited with your pet should the worst happen and they go missing in the UK.

You will have the option to record your dog's microchip in this application.

To find out more about Petlog, please visit:

petlog.org.uk or call +44 (0)1296 336579

Affiliate Membership - £25

Become a Kennel Club Affiliate today!

Becoming an affiliate can be a rewarding and productive way of contributing to The Kennel Club's overall aim to promote in every way the general improvement of dogs.

You will also receive some great benefits.

As a Kennel Club Affiliate you will receive:

- A monthly subscription to The Kennel Gazette worth £60
- The Kennel Club Year Book
- Printed copy of The Kennel Club annual report
- A loyalty card - receive exclusive discounts on Kennel Club merchandise, publications and tickets for Crufts and Discover Dogs

If you would like to become a Kennel Club Affiliate please visit:



thekennelclub.org.uk/affiliates

A guide to help you complete an application for the registration of a kennel name

This form should be used by the applicant(s) to apply for a kennel name.
It should be completed in **BLOCK CAPITALS** in black ink throughout and sent to The Kennel Club.
You may also apply online by visiting thekennelclub.org.uk/kennelnames

1 Applicant and additional owners

All proposed holders of the kennel name should include their name on this application and all owners will be recorded and printed on any publications and documents relating to the kennel name. The applicant is the person who is applying for the kennel name either as the sole holder or in partnership with additional holders. The address stipulated on this application should be the address where the main holder resides. As such, any documentation will be sent directly to this address.

In the case of joint ownership, you, as the applicant will act as the point of contact in regard to matters pertaining to The Kennel Club.

However, any additional owners will also be able view the kennel name subscription information if they sign up for an online account. Please note, in the case of joint ownership, any other joint owners of the kennel name must include their title, first name/initials, surname and unique email address in the additional owner section. The declaration must be signed by all proposed holders.

2 Kennel Name applied for (please read carefully)

- i. A selection of three names should be given in order of preference.
- ii. The kennel name must be one word only, at least four 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 e.g. Labrador.
- v. Common place names, Registered company and trade names cannot be used

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

3 Annual fee

- i. An initial fee of £70 is payable to register a kennel name. This includes the registration fee of £50 and the first year's maintenance fee of £20.
- ii. The maintenance of the kennel name will be due for payment annually on the date the kennel name was granted. The Kennel Club will notify you six weeks before the subscription renewal payment is due, if paying by credit card or cheque. It is the responsibility of the kennel name holder to ensure payment is made by the due date.
- iii. If the annual maintenance payment is not made the kennel name will lapse and will no longer be protected from being used in the naming of puppies.

Important: If you change your name, address or email address, The Kennel Club must be made aware of these changes. Failure to update your details may prevent important correspondence relating to your kennel name reaching you.

4 Declaration

The declaration must be signed by the applicant(s) in order for the application for a kennel name to be accepted.

5 Fee

The application fee for the kennel name, including the first year's maintenance payment, is £70.00.

6 How to pay

Please complete this section with your payment details for the granting of a kennel name.

Annual maintenance by Direct Debit

Once your kennel name has been approved, you will be able to set up a direct debit instruction online via your account and receive a 10% discount on your annual renewal fees.

Alternatively, subscription renewals can be paid by credit or debit card by visiting the My Subscriptions area of your online account. Alternatively, you can make a payment over the phone by contacting a member of our team on 01296 318540. thekennelclubshop.org.uk/shop

Returning your application

Once you have completed this form, please send it together with the appropriate fee to the address at the bottom of the page.

Notes:

The Kennel Club reserves the right to reject any application to register a kennel name 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 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.

The Kennel Club will only protect your chosen word whilst maintenance payments are made and as it is spelt, The Kennel Club is under no obligation to disallow minor variations in the naming of puppies.

Once confirmed your kennel name certificate will be issued, and your kennel name will be published in The Kennel Club Journal.

If a kennel name lapses, it may be available as a kennel name to a new applicant. It cannot be used by the original holder until an application has been accepted, however there is no guarantee the kennel name will be re-instated.

The data and health screening results connected to your dog will be published and used for registration and publication in relevant Kennel Club documentation as well as included in the Health Test Results Finder and Mate Select calculations.

The data may also be used for research (statistical purposes) and shared with trusted and reputable partners for the sole purpose of undertaking research to improve dog health and welfare.

The full Kennel Club rules and regulations are contained in The Kennel Club Year Book.

Check breed-specific information on any breeding restrictions at thekennelclub.org.uk/breeds-a-to-z

To view details on The Kennel Club's privacy policy please visit thekennelclub.org.uk

Adding your kennel name to an existing dog in your ownership


Further information regarding using your kennel name can be found on the Kennel Club 'Change of registered name' by the addition of a kennel name (Form 8) application.


However, please note that the registered name of a dog may not be changed by the addition of a kennel name more than thirty days after the date of the first award which qualifies that dog for entry in The Kennel Club Stud Book or if a suffix has previously been removed from the dog's name by the breeder via a Form 16.

Check list

- Have you completed all sections required?
- Have you checked all parties have signed the declaration?
- Have you included the correct payment?
- Have you completed the Direct Debit section?

Contact us

 01296 318540
Mon-Fri 9am-5pm

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

 thekennelclub.org.uk



Application for the registration of a kennel name - Form 10

Please refer to notes overleaf when completing the application. You can also apply online at thekennelclub.org.uk/kennelnames

FOR OFFICE USE ONLY

Your privacy is very important to us. We hold and process your data safely and compliantly in accordance with our privacy notice, which can be found at thekennelclub.org.uk/privacy-policy

1 APPLICANT NAME & ADDRESS (REFER TO GUIDANCE NOTES, SECTION 1 PRIOR TO COMPLETING) PLEASE USE BLACK INK & WRITE IN BLOCK CAPITALS

TITLE	FIRST NAME / INITIALS	LAST NAME	
ADDRESS			
		POST CODE	
TELEPHONE No.	EMAIL ADDRESS		
ADDITIONAL OWNERS - PLEASE LIST ANY OTHER KENNEL NAME HOLDERS			
TITLE	FIRST NAME / INITIALS	LAST NAME	EMAIL (OPTIONAL)
TITLE	FIRST NAME / INITIALS	LAST NAME	EMAIL (OPTIONAL)
TITLE	FIRST NAME / INITIALS	LAST NAME	EMAIL (OPTIONAL)

2 KENNEL NAME APPLIED FOR (PLEASE READ GUIDE NOTE 2)

	BREED(S)
1	
2	
3	

3 ANNUAL FEE

Please note that the subscription renewal for your kennel name will be due annually on the date the kennel name was first approved.

4 DECLARATION TO BE SIGNED BY THE APPLICANT(S)

I/We certify that the above particulars are true to the best of my/our knowledge and I/We acknowledge that in all canine matters I/We have consented to be bound by and submit to The Kennel Club rules and regulations as they may be amended from time to time.

APPLICANT(S) SIGNATURE(S)

DATE

5 FEE

£ 70.00 Kennel name application fee (includes £50 application fee and £20 first year's maintenance)

Grand Total
£

We aim to deliver within 14 days, however, please note, failure to fully complete the application form and/or include the correct payment will result in delaying the registration process and the application form may have to be sent back to you.

6 HOW TO PAY

A. By debit or credit card. Please charge my Visa MasterCard Delta

Card number Expiry date of card / Issue number (if printed on card) Card security The last 3 numbers on reverse of the card

If you require a VAT invoice please tick here.

SIGNATURE

DATE

B. By cheque. I enclose a cheque made payable to 'The Kennel Club Limited'

The Kennel Club

General code of ethics

All breeders who register their puppies, and new owners who register ownership of their dogs with The Kennel Club, accept the jurisdiction of The Kennel Club and undertake to abide by its general code of ethics.

Breeders/owners:

1. Will properly house, feed, water and exercise all dogs under their care and arrange for appropriate veterinary attention if and when required.
2. Will agree without reservation that any veterinary surgeon who performs an operation on any of their dogs which alters the natural conformation of the animal, or who carries out a caesarean section on a bitch, may report such operations to The Kennel Club.
3. Will agree that no healthy puppy will be culled. Puppies which may not conform to the breed standard should be placed in suitable homes.
4. Will abide by all aspects of the Animal Welfare Act.
5. Will not create demand for, nor supply, puppies that have been docked illegally.
6. Will agree not to breed from a dog or bitch which could be in any way harmful to the dog or to the breed.
7. Will not allow any of their dogs to roam at large or to cause a nuisance to neighbours or those carrying out official duties.
8. Will ensure that their dogs wear properly tagged collars and will be kept leashed or under effective control when away from home.
9. Will clean up after their dogs in public places or anywhere their dogs are being exhibited.
10. Will only sell dogs where there is a reasonable expectation of a happy and healthy life and will help with the rehoming of a dog if the initial circumstances change.
11. Will supply written details of all dietary requirements and give guidance concerning responsible ownership when placing dogs in a new home.
12. Will ensure that all relevant Kennel Club documents are provided to the new owner when selling or transferring a dog, and will agree, in writing, to forward any relevant documents at the earliest opportunity, if not immediately available.
13. Will not sell any dog to commercial dog wholesalers, retail pet dealers or directly or indirectly allow dogs to be given as a prize or donation in a competition of any kind. Will not sell by sale or auction Kennel Club registration certificates as stand alone items (not accompanying a dog).
14. Will not knowingly misrepresent the characteristics of the breed nor falsely advertise dogs nor mislead any person regarding the health or quality of a dog.

Breach of these provisions may result in expulsion from Club membership and/or disciplinary action by The Kennel Club and/or reporting to the relevant authorities for legal action, as appropriate.



THE KENNEL CLUB

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