

BUSINESS OPERATION

Legal and Environmental

Trademark Licensing

The D.C. Everest Area School District has an interest in the images, icons, mottos and logos developed by the District and its member schools. These trademarks or images help define and identify the District and its schools within the community. Therefore, the District seeks to protect these images and their use for events, activities, and materials that benefit the District and further its mission.

In this regard the D.C. Everest Area School District has registered several of its logos including the stylized "District Name with Stylized Evergreen Tree", and "Stylized Evergreen Tree" both District logos; the D.C. Everest High School crest, "DCE" and "E" logo; and the Greenheck Field House logo and its name "Greenheck Field House," as trademarks with the Secretary of State of the State of Wisconsin. This policy sets out the terms for the use of these and other District trademarks.

PERMITTED USES

Subject to the restrictions listed below, and within parameters established by associated Administrative Rule, the District permits the following uses of its trademark(s):

- To recognized and approved student and school groups in the District without prior approval.
- To community groups, which support the District's curricular or extra-curricular activities such as PTO's and booster clubs, with the prior written approval of the Superintendent or designee.
- To other groups, organizations, or commercial entities only by a written license agreement with the School Board. In granting such agreement, the Board will consider both the direct and indirect benefit to students and the impact of such agreement on other approved uses.

USES NOT PERMITTED

The trademark may not be used in connection with the following products, or in any other manner that would injure the reputation of the District. Prohibited uses include, but are not limited to:

- Alcoholic Beverages - Distilled alcohol liquors, wines, beers, and malt liquors or the conveyance or distribution of these items
- Tobacco Products - all types
- Inherently Dangerous Products - Such as firearms, explosives, knives, and fuels.
- Obscene or Disparaging Products - Including, but not limited to, nude photographs, caricature poster art or designs.
- Sexually Suggestive Products - such as inappropriate slogans imprinted on clothing and the configuration of certain novelty items.
- Health Related Products - all types.
- Business Names and/or Logos - all types.

Policy Adopted: 4/26/05
 Policy Revised: 2/24/09
 KAG:ems

SCHOOL BOARD
 D.C. Everest Area School District
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