

POLICY

2014

5693

Non-Instructional/Business Operations

SUBJECT: USE OF SCHOOL DISTRICT TRADEMARKS AND SERVICE MARKS

The names, logos, symbols, and mottos of the Madrid-Waddington Central School District are trademarks or service marks of the Madrid-Waddington Central School District. Such marks may only be used in conformance with state and federal law and the provisions of this policy.

Faculty, staff and students of the District may use the above-mentioned names, logos, symbols, or mottos on internal documents or materials for internal business or educational purposes only. Any such use will be in accordance with applicable Board policies, administrative regulations, handbooks, and Codes of Conduct.

Use of the District's trademarks and/or service marks for any retail or commercial purpose, for endorsements, promotions, or similar endeavors requires the express written permission of the Madrid-Waddington Central School District. Requests for such use will be made through submission of the District's trademark and service mark consent form to the Board of Education or its designee. If granted, use of the District's trademarks and/or service marks will be in accordance with any terms agreed upon by the Board of Education or its designee and the individual or entity authorized to use such marks.

Use of the above-mentioned names, logos, symbols, or mottos does not constitute permission to act as the District's agent, official, or representative.

Date of Adoption: January 20, 2015