

DISTRICT BRAND IDENTITY USE

- I. In order to assure protection under New York State and federal trademark law the District is required to monitor all uses of its trademarks. Unauthorized use of the District's trademarks is subject to civil and criminal penalties. The term "trademark" as used in this policy includes any trademark, service mark, logo, insignia, seal, crest, design, symbol or any combination of these.
- II. The overall purpose of the licensing program is to protect the District's trademarks. This policy applies to faculty, staff, students, academic departments, ad hoc groups, administrative divisions/departments, alumni organizations, informal groups, student organizations, and school-related organizations ie. booster clubs, parent-teacher organizations, home school associations, and foundations. Suppliers and manufacturers of commercial and non-commercial products must comply with their licensing agreement with the District.
- III. The District's trademarks include but are not limited to: the words "Waterville Central School District", "WCSD," the "W" logo, "Eagle" logo, or any other portion of the Waterville CSD brand identity, and all current and future trademarks, service marks, work marks, designs or brands used by the District.
- IV. The District asserts ownership over its name and any trademark that has come to be associated with the District.
- V. The Board authorizes the Superintendent to prepare appropriate administrative regulations for implementing this policy.