

POLICY

2014

5260

Non-Instructional/Business
Operations

SUBJECT: USE OF SCHOOL DISTRICT TRADEMARKS AND SERVICE MARKS

The names, logos, symbols, and mottos of the Elmira City School District are trademarks or service marks of the 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 District's names, logos, symbols, and mottos on internal documents and materials for internal business or educational purposes only. Any such use will be in accordance with applicable Board policies, administrative regulations, handbooks, and the District Code of Conduct.

Use of the District's trademarks and/or service marks for any retail or commercial purpose, endorsement, promotion, or other endeavor not relating to the internal business or educational purposes of the District requires the express written permission of the Elmira City School District. Requests for such use will be made through submission of a 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.

Adopted: 6/11/14