

TRADEMARK AND LICENSING

PURPOSE: To ensure the name of Tulsa Public Schools is used in an appropriate and authorized manner.

All of the trademarks, service marks, logos and/or symbols of Tulsa Public Schools and its sites are entitled to protection under the common law. It is the policy of the Board to defend the trademark status. Any use of a Tulsa Public Schools trademark must have prior written approval from Tulsa Public Schools and be produced, manufactured or sold under license by Tulsa Public Schools.

The trademark licensing program shall be developed and implemented by the Superintendent or designee. The program shall include licensing merchandise bearing school trademarks, an approved form of license agreement and terms of payment of royalties. The Board retains the exclusive authority to enter into contracts for licensing of trademarks and logos. Funds generated through royalties on the sale of licensed merchandise shall be distributed as may be determined by the Board.