

## **SJO Trademarks and Logos**

### **Administrative Procedure – Garments and Merchandise**

#### Licensing

**St. Joseph-Ogden Spartans, SJO Spartans, and the SJO Spartan Logo** are licensed trademarks of St. Joseph-Ogden CHSD #305 through the year 2010.

Vendors may print and sell garments and related merchandise using these trademarks only after securing and signing a negotiated license agreement with St. Joseph-Ogden CHSD #305. The Superintendent or designee will negotiate the agreement on behalf of the school district. Agreements generating revenue of over \$1000 must be board approved.

The main vendor for St. Joseph-Ogden High School will be the Spartan Fan Club.

Garments or merchandise used for advertising purposes that are to be distributed free of charge do not require a licensing agreement.

#### School Usage (camps, playoffs, etc.)

St. Joseph-Ogden High School coaches and sponsors may use the trademarked names and logos without cost. Coaches and sponsors are free to work with any vendor. All vendors must acknowledge and sign our trademark agreement prior to printing garments for school use. Vendors may not sell merchandise intended for school use without a license agreement (see above). IHSA vendor rules apply when IHSA trademarks are included in apparel.

#### Definitions

*License Agreement* - a negotiated agreement between a vendor and the school district to produce and sell garments and merchandise using school trademarked names and logos. The agreement will typically involve compensation and/or other considerations.

*Trademark Agreement* – an agreement signed by a vendor to produce garments and merchandise for school use. The vendor acknowledges that no garments may be produced for or sold as retail merchandise.