

Appendix M

Colonial League Name & Logo Usage Policy

This policy provides our requirements regarding use of the Colonial League name and logo available for download from the Colonial League website (or any other trademarks, logos, service marks, trade dress, slogans, or other brand features of Colonial League).

As the need to address future branding concerns arises, we may cancel, modify, or change the terms of this policy from time to time without notice to you. You, as a Colonial League Name or Logo user (“you”), are responsible for complying with any modified terms, so please review this policy and become familiar with any modifications we publish.

Your use of the Colonial League Name or Logo implies acceptance of, and agreement with, the terms of this policy. If you do not accept and agree to follow the rules for using the Colonial League Name and Logo as set out in this policy, you do not have the right to use the Colonial League Name and/or Logo and should not use them. Any use of the Colonial League Name or Logo that does not comply with this policy is not authorized. If you violate the rules set out in this policy, you must cease all use of the Colonial League Name and Logo, regardless of the uses otherwise allowed in this policy. In addition, the Colonial League reserves the right to revoke its approval of your use of the Colonial League Name or Logo at any time.

Permission is granted to you to use the Colonial League Name or Logo only on the following conditions:

- The Colonial League Name and Logo may only be used in marketing or other publicity materials for the benefit of the Colonial League, or otherwise with the permission of the Colonial League.
- The Colonial League Name and Logo may not be used in any confusing way.

- No Colonial League Name or Logo may be used in any way that suggests that Colonial League is affiliated with, sponsors, approves or endorses you, your organization, your websites, your products or your services, unless such a relationship exists or permission is granted otherwise.

§ A disclaimer must be clearly visible on all documents and websites when using the Colonial League Name and/or Logo, stating that your organization is not associated with, sponsored by, or sanctioned by the Colonial League and that you are your own separate entity.

- No Colonial League Name or Logo may be used in any way that mischaracterizes any relationship between you and Colonial League.
- Vendors may not use the Colonial League Name or Logo to advertise Colonial League or its businesses as clients on vendor websites and promotional pieces without our written permission.

The Colonial League Logo is a distinctive, designed piece of graphic artwork. The following usage guidelines must be followed:

- Do not modify or alter the Logo
 - § Do not change scale, skew or rotate any Logo
 - § Do not change the design of any Logo
 - § Do not change or vary the colors of any Logo, except that the Logo may be all black or can be reversed out in white.
- Do not combine the Colonial League Logo with any other design, trademark, graphic, text or other element, including your name, any trademarks or any generic terms.
- The Colonial League Name and Logo may not be used or displayed in any of the following ways:
 - § in any manner that, in the sole discretion of Colonial League, discredits the Colonial League or tarnishes its reputation and goodwill;
 - § in any manner that infringes, dilutes, depreciates the value, or impairs the rights of the Colonial League;
 - § in any manner that is false or misleading;
 - § in connection with any illegal activities or other materials that are defamatory, libelous, obscene, or otherwise objectionable;
 - § in any manner that violates trademark, copyright or any other intellectual property rights of others;
 - § in any manner that violates any law, regulations, or other public policy; or
 - § as part of a name of a product or service of a company other than the Colonial League.
- Written materials must be marked to indicate that the Name and Logo used are owned by Colonial League (for example by using a statement such as, “the Colonial League name and/or logo is a property of the Colonial League”).
- You acknowledge that the Colonial League is the sole and exclusive owner of the Name and Logo, including all applicable intellectual property rights, and any goodwill generated from using the Colonial League Name or Logo inures to the benefit of the Colonial League. You may not assert rights to the Colonial League Name or Logo whether by trademark registration, domain name registration or anything else.
- You must, upon request from the Colonial League, provide samples of any materials that include the Name and Logo for purposes of determining compliance with this policy.
- You must make any changes to your use of the Name or Logo that are requested by the Colonial League for policy compliance. Your failure to comply with any of the terms,

restrictions, conditions, or limitations in this policy will result in automatic termination of your limited right to use the Name or Logo, unless the Colonial League requests changes and you promptly comply with such requests, or unless otherwise provided in a written agreement between you and the Colonial League. This remedy is in addition to any other legal remedies to which the Colonial League may be entitled in relation to your use of the Name or Logo.

- You must immediately stop using the applicable Name or Logo if the Colonial League notifies you that the Name or Logo has become outdated for any reason including, but not limited to, loss of a trademark or any allegation that the Name or Logo is in violation of the rights of any third party.
- Business partners who have agreements with the Colonial League must comply with the terms of their agreement in addition to this policy. If you would like to make any use of our Name or Logo that is not covered by this policy, or for further information or clarification about use of the Name or Logo, please contact the League President.

COLONIAL LEAGUE NAME/LOGO USE AUTHORIZATION FORM

This form is to be completed by individuals or organizations requesting permission to use the official name and/or logo of the Colonial League for Interscholastic Sports, Inc. The Colonial League Name and Logo must be applied in accordance with the Colonial League Name / Logo Usage Policy as detailed on our website at www.colonialleague.org.

Name:	
Organization:	
EIN Number:	
Mailing Address:	
City, State, Zip Code:	
Contact Phone Number:	
Contact Email Address:	
Website:	
Purpose for Use:	
Where will the name and/or logo be displayed? (Provide samples)	
Signature / Date:	

Return completed forms via email to the Colonial League President