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# Policies and Procedures

No. 19

SUBJECT:

Board Approval: 2/12/04

LICENSING OF THE USE OF REGISTERED MARKS

PURPOSE:

To establish a uniform policy and guidelines to grant merchandising rights for the commercial use of the Board's registered marks.

BACKGROUND:

From time to time, the MTS Board has been requested to grant permission for the commercial use of its registered marks and symbols for various products and services. There is a recognized need to adopt standard procedures and guidelines for the granting of licenses to ensure a high level of quality usage and a fair and equitable revenue to the MTS Board.

POLICY:

In order to control the use of the MTS Board's registered marks, to exclude low quality products and services, and to provide the MTS Board with an additional source of income, the Chief Executive Officer is authorized to enter into licensing agreements with firms and individuals using the following guidelines:

1. Merchandising rights may be granted to firms and individuals for the use of the Board's registered marks to use in connection with merchandise and service.
2. Licenses shall be issued subject to the right of the MTS Board to approve the quality of the products and services.
3. Licenses granted are to be nonexclusive.
4. Licenses shall provide for a royalty of at least 5 percent on the wholesale price of products and a flat fee of at least \$100 on services. The Chief Executive Officer may, for good cause, waive part or all of the royalty fees.

DDarro/JGarde  
POLICY.19.LICENSING USE REGISTERED MARKS/  
7/12/06

Original policy approved on 6/28/82.  
Policy revised on 2/7/85.  
Policy revised/renumbered on 2/12/04.

