



Trademark Licensing Program

To protect the reputation of Lincoln Christian School and the public in general, LCS recognizes the importance of protecting its trademarks, logos, and trade names from unauthorized use. This protection includes implementing a trademark registration and licensing policy as follows: All of the trademarks, service marks, trade name logos and/or symbols of Lincoln Christian School including, but not limited to, the names "Lincoln Christian School", "Lincoln Christian", "Lincoln Christian Bulldogs", "Lincoln Bulldogs", "LCS", the Bulldog Head logo, and the interlocking "LC" are owned by LCS exclusively and entitled to trademark protection by federal and state statute and under common law. It is our policy to actively defend the protected status. Any use of a Lincoln Christian School mark requires prior written approval of the Superintendent, or his designee and a Trademark License Agreement signed by LCS and the user, authorizing the production, manufacture, or sale of the specific items bearing the mark.

This trademark licensing program gives Lincoln Christian School control over its logos and marks, thereby ensuring the quality and consistency of all the school's merchandise. It also enables Lincoln Christian School to generate revenue from the sale of merchandise bearing its logos and marks. The revenue is used to support and enhance many programs throughout the school. Outside of the school, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers and retailers that work with Lincoln Christian School.

Anyone wishing to use the marks, logos, and symbols of the school MUST complete our Trademark License Agreement and pay the associated costs.

What is a trademark?

A trademark is any word mark, slogan, symbol, design, logo, or combination of these elements, which identifies and distinguishes the goods or services of one party from others.

A design that could create a likelihood of consumer confusion due to similarity to the school's trademarks may be an infringement of the Lincoln Christian School's trademark rights.

How does one know that a product is licensed?

Product licensed to use an LCS name or logo will carry a distinct label and/or mark identifying the name or logo is used with permission of Lincoln Christian School or officially licensed by Lincoln Christian School.

What if I find product without the label or mark?

If you find a product without the logo/mark, please contact Trandy Birch. Please provide what type of product you have seen and where you found it.

How do I get access to Lincoln Christian School marks and logos and how do I get licensed?

Permission must be obtained to use Lincoln Christian School marks and logos. If you are a vendor who is interested in obtaining a license and securing the proper agreements and forms. Any unauthorized



use of trademarks, logos, or verbiage (registered by **or** identified with Lincoln Christian School) constitutes a violation of Oklahoma laws governing trademark infringement and unfair competition. Oklahoma law permits the owner of a trademark to obtain injunctive relief restraining further infringement; money damages, including disgorgement of profits derived from the wrongful sale of trademarked merchandise; and an order requiring destruction of any such counterfeits or imitations in the offender's possession. If necessary, the LCS will take appropriate legal action to protect its rights.

Official LCS Parent Groups may be granted permission to utilize trademarks, logos, or verbiage (registered by **or** identified with Lincoln Christian School) free of charge to produce items representing their team, unit, or school site. These items must not represent the district as a whole. Permissions granted will be for one-time use only. All usage of trademarks, logos, or verbiage must be approved by LCS before production is started.

Contact Trandy Birch at tbirch@lincolnchristianschool.com for the usage specifications, licensing agreement, and approval processes.

All requests for logos/registered names/marks use must be made in writing via email, at least two weeks in advance of the inquirer's deadline. The request should include:

- Applicant's name, organization, title, and contact information;
- Specific logo/name requested;
- Purpose (sales, partnership identification, promotion, etc.);
- Medium in which it will be used (on clothing, novelty items, in flyers, publications, etc.);

Where does the royalty revenue come from?

If a royalty is negotiated, you, as the manufacturer of the product pays a royalty that is a percentage of the wholesale price. This royalty revenue gives Lincoln Christian School additional revenue to support school programs.

Graphics

- The design of each registered Lincoln logo must remain intact. No alterations, additions, or deletions to any part of the logo are permitted without written permission from the Superintendent or designee.
- The permission notice is part of the logo and must be included in the place indicated on each logo. The use of more than one specific type of Lincoln logo in a particular publication or flyer is discouraged.
- Acceptable primary colors for Lincoln logos are solid crimson, black, and gold. Secondary colors in white or gray. Primary and secondary colors may be used individually or in combination.
- The "Bulldog Head" mascot logo- most used in school applications such as athletics, in spirit-related materials, and on uniforms may not contain non-solid colors, designs, or patterns such as distressed, camouflage, animal prints, stars and stripes, starbursts, hearts, rhinestones, etc., are not permitted. Nor may words or graphics be placed on top of the logo.
- Generally, the interlocking "LC", is used to represent the Lincoln Christian as a whole and is, therefore, used on buildings, in district publications and on district stationery.



Colors

Recognizing there are many shades and names (cardinal, maroon, vegas, heather, etc.) associated with our official primary and secondary colors, the following specifications are offered:

- Crimson: Pantone #202 c, Hexadecimal Color Code #862633, RGB 134,38,51, CMYK 1,98,58,44
- Flat Metallic Gold: Pantone # 4525 C, Hexadecimal Color Code #C5B783, RGB 197,183,131
CMYK 17,17,49,4
- Black: Hexadecimal Color Code #00000, RGB 0,0,0, CMYK 0,0,0,100
- White: Hexadecimal Color Code #FFFFFF, RGB 255,255,255 CMYK 0,0,0,0
- Gray: Many options with approval

Primary Fonts

Avenir Next, Vitesse Black, and Vitesse Bold are the primary fonts used for type.

Sample Illustrations



**Lincoln
Christian
Bulldogs**

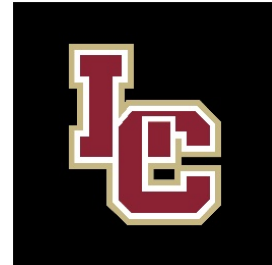


**Lincoln
Bulldogs**

**Lincoln
Christian**



**Lincoln
Christian
Bulldogs**



**Lincoln
Bulldogs**

**Lincoln
Christian**



TRADEMARK LICENSE AGREEMENT

Use of the Lincoln Christian School Registered Logos requires Lincoln Christian School approval, regardless of the reason for the use. Any vendor, individual, company, or organization who produces Lincoln Christian School related merchandise for sale or distribution to the public, or personal, company, or organizational use must apply for and be granted a trademark licensing agreement and may be subject to the payment of royalties. Please submit this form, along with the artwork and description of the proposed usage.

This Agreement shall be effective as of the Effective Date and shall continue for a term of one year from the Effective Date. Payment by Licensee of the License Fee and Owner's acceptance of such payment shall effectuate a renewal of this Agreement for an additional term of one year. Owner may terminate this Agreement by written notice to Licensee upon any breach of any term or condition of this Agreement by Licensee. Upon termination of this Agreement for any reason, the Licensee shall cease using the Logo in any form whatsoever and shall not thereafter adopt or use any other logo which is confusingly similar to the Logo.

Signing and submission of this form constitutes understanding and compliance with this licensing agreement.

THIS AGREEMENT is made on this ____ day of _____, 20____, ("Effective Date") by and between Willie George Ministries, Inc. d/b/a Lincoln Christian School ("Owner") of 1003 N. 129th E Ave., Tulsa, OK 74116 and _____ ("Licensee" vendor producing items) of _____.

WHEREAS, the Owner is the owner of the logo reproduced on the Exhibit ("Logo"), and the Owner and the Licensee wish to enter into this License Agreement to set out the terms and conditions under which the Licensee may use the Logo.

THEREFORE, in consideration of the mutual covenants and agreements hereinafter contained, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged by each of the parties hereto, it is hereby agreed by the parties as follows:

LICENSE FEE. On or before the Effective Date and annually thereafter each year that this Agreement remains in effect, Licensee shall pay Owner a license fee of \$_____ in exchange for the rights granted under this Agreement and _____% of gross sales.

AUTHORITY TO USE. The Owner hereby grants to Licensee for the term of this Agreement a non-exclusive, revocable, non-transferable license to use the Logo in the limited geographical region of _____ ("Territory") and solely in association with Licensee's

("Services"). For purposes of clarity, Licensee shall not use the Logo outside of the Territory; or for any purpose other than the advertisement, supply, or performance of the Services; or to promote any for-profit purpose or to benefit any private individual.



CHARACTER AND STANDARDS OF QUALITY. The Licensee shall permit the Owner or its authorized agent at any time during the term of this Agreement to inspect any and all of Licensee's use of the Logo for the purposes determining the Licensee's conformity with the standards of character, quality of service and the directions stipulated by the Owner. Licensee shall adhere strictly to such standards.

OWNERSHIP. The Owner is the owner of the Logo in all forms, and all uses, and all copyrights in the Logo, whether registered or by common law, across the world. Licensee acknowledges that at all times during the term of this Agreement and after termination hereof, the Logo is and shall remain the exclusive property of the Owner. The Licensee agrees not to challenge the validity of the Logo or the ownership of the Logo or to attempt to register or record ownership in the Logo in any way, whatsoever. The Owner hereby reserves to itself all rights in respect to any monies, awards, judgments, or decrees resulting from infringement of the Logo during and after the term of this Agreement. This section shall survive the termination of this Agreement.



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- The design of each registered Lincoln logo must remain intact. No alterations, additions, or deletions to any part of the logo are permitted without written permission from the Superintendent or designee.
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ENFORCEMENT. The parties agree that it would be extremely difficult to ascertain the damages that Owner would suffer in the event that Licensee breaches this Agreement in any manner. Therefore, the parties agree that in addition to injunctive relief awarded to the Owner, Licensee.

shall pay liquidated damages of \$50,000.00 for any breach of this Agreement by Licensee. This section shall survive the termination of this Agreement.

MISCELLANEOUS. This Agreement constitutes the entire agreement between the parties hereto with respect to all matters herein, and its execution has not been induced by, nor does either party rely upon or regard as material, any representations, warranties or promises whatsoever not incorporated herein. This Agreement shall be governed by and construed in accordance with the laws of the State of Oklahoma and the laws of the United States of America applicable therein. Licensee shall not assign the Agreement or the license without the prior written consent of the Owner.



Willie George Ministries, Inc. dba Lincoln Christian School

Signature

Date

Title

Licensee

Signature

Date

Title