

## Appendix L

# Licensing and Royalty Policy

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The name, emblem and/or logos of the WIAA are registered service marks with the U.S. Patent Office and are protected from unlawful use for the benefit of the Wisconsin Interscholastic Athletic Association and its member schools.

Any use of the WIAA emblem and logos shall obligate a vendor doing business with the WIAA or with a WIAA member school to adhere to WIAA licensing policy. For royalty and licensing fees information, contact the WIAA in connection with any commercial or noncommercial venture using WIAA marks on any merchandise and/or apparel, or with any promotion or service.

By virtue of membership in the WIAA, any member school assigned a WIAA Tournament Series event on the regional, sectional or State level shall be authorized by the Association with respect to use of any or all WIAA service marks subject to the following terms and conditions of this policy.

1. WIAA member schools may only contract with WIAA-licensed vendors to produce any items commercial or noncommercial merchandise and/or apparel, or with any promotion or service displaying the WIAA name and/or logos. Vendors without license to use WIAA marks must contact the WIAA for royalty and license fee information.
  - a. Member schools are permitted and encouraged to use the WIAA name and/or logo. No approval from the WIAA is required for use of the WIAA logo in internally produced printed publications and on painted playing surfaces, facility walls, or permanent structures.
  - b. Member schools may not authorize an unlicensed vendor to use the WIAA name and/or logos.
2. Adherence to the WIAA licensing policy, including royalties and fees, for all agreements/contracts between member schools and outside vendors for products or merchandise received in the agreement are the responsibility of the member school arranging the agreement. The WIAA retains the right to require submission, upon request, of samples of any product for the purpose of licensing compliance and quality control.
3. Any use of the WIAA name, emblem and/or logos on all merchandise and apparel, including—but not limited to—patches, shirts, sweatshirts, hats, shorts, pants, towels, artifacts, souvenirs, equipment, official/umpire gear and apparel, spectator/business giveaways and promotions—require licensing with the WIAA to produce and distribute. Contact the WIAA for royalty and licensing information.
4. Licensing fees apply for any item of apparel or merchandise that is purchased with the intent for resale or as promotional giveaway displaying the WIAA marks or WIAA Tournament Series branding. No fee is applied for items not intended for resale or promotional giveaways.
5. For printed materials, no licensing fee is required for a vendor or manufacturer working with a member school to produce products or services intended for the school's promotion and dissemination of WIAA information, services or brand.
6. Upon approval of the WIAA executive staff, a license and fee are not required for items and apparel produced by a member school or an association partner as a service to the WIAA, which are not intended for resale or branded with sponsored promotion.

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Media may use the WIAA name, emblem, and/or logos as part of its news coverage of WIAA events in publications, video, brochure, advertisement, commercial, etc., relating to its coverage of the WIAA only. Permission from the WIAA is not required and the terms of this policy do not apply. However, the use of any WIAA name, emblem, and/or logo on any merchandise, service, or promotional items created and distributed in connection with the coverage, and/or the sale of any service, image/photos, apparel, or merchandise is subject to the licensure policy. Contact the WIAA for royalty and licensing information.

The enforcement of this policy shall be with each member school in conjunction with the WIAA. The collection of revenue required pursuant of this policy shall be the responsibility of the entities arranging the actual production and distribution of any merchandise, apparel, or service. All contracts or agreements with vendors, manufacturers, suppliers, and distributors of merchandise, apparel, or service shall incorporate and adhere to WIAA licensing policies and may include requiring/disclosing accounting of revenues and expenses to the WIAA. The WIAA retains the right to enforce this policy for itself or any member school at any or all events upon its discretion.