



The Everman Independent School District has a trademark for Everman Bulldog name, Everman Bulldog, and Everman Seal. It is our intent that these trademarks will provide consistency and quality to products that bear the name and/or logo.

Everman ISD requires that vendors selling products that use the Everman Bulldogs logo and Everman Bulldog name to enter into a trademark license agreement with the school district. The license agreement will allow for the sale of apparel bearing the Everman Bulldogs name for one year. The fixed fee for a one-year unlimited use license of the name Everman Bulldog Logo and/or Everman Bulldog Name is \$100 per year.

Per the agreement, Everman ISD will reserve the right to inspect the nature and quality of products to ensure the products are appropriate and do not adversely affect the school or school district.

As the success of Everman High School athletics program has grown in recent years, so has the interest in creating spirit wear/apparel. The trademark license agreement is not intended to restrict those activities. Instead, we are trying to maintain control over the way our name and mark are used and the quality of products bearing that name.

Any vendor interested in using the Everman Bulldogs logo must complete a license agreement which is available online [at www.eisd.org](http://www.eisd.org).

We do appreciate your support of the Everman Bulldogs and would be glad to answer questions regarding the license agreement. Feel free to contact the public relations department by email at (communications@eisd.org) or phone at 817-568-3500.

Sincerely,

Nikita Russell

Nikita Russell, Ed.D.

Executive Director of Public Relations



*Everman Bulldogs Name is also trademarked.



EVERMAN INDEPENDENT SCHOOL DISTRICT TRADEMARK LOGOS FACT SHEET

- The Bulldog logo, name, and District seal have been trademarked by Everman ISD since 2018 and was registered as a federal trademark with the U.S. Patent and Trademark Office in 2021.



- *Everman Bulldogs* Name registered trademark
 - No.6,432,170, Everman ISD Crest, Registered July 27, 2021
 - No.6415414, Bulldog Design Mark, Registered July 13, 2021
 - No. 6,415,411, Everman Bulldogs, Registered July 13, 2021
 - No. 6401303, Bulldog Design Mark, Registered July 6, 2021
 - No. 6407912 Everman Bulldogs, Registered July 6, 2021
- Commercial, personal or retail use of the Bulldog logo requires a Logo Licensing Agreement and/or Official Logo Usage Form. For more information on how to obtain a logo licensing agreement or logo usage form, contact the Public Relations Department at 817-568-3500.
 - A list of licensed logo users is available on the district's website located under the communications department website.
 - Everman ISD academic organizations, student clubs, athletic teams, and fine arts programs are authorized to use the trademarked logo for school-related purposes once the official logo usage form is completed and approved. The final draft of your product **MUST BE submitted** to the public relations department for final approval.
 - Everman ISD employees are authorized to use the trademarked logo for classroom and school-related communications and purposes once the official logo usage form is completed and approved. An employee may not use the logo for personal use or for retail sales without submitting the Everman ISD logo license agreement.
 - Official Everman ISD Booster Clubs and Parent-Teacher Organizations (PTO) have permission from EISD to use the trademarked logo but must submit an official logo usage form. This means these organizations may purchase items for retail sales without obtaining a license, and the company making their item is not required to have a logo agreement, as long as sales are benefiting EISD students. If the company wishes to expand sales to include other logo items, that company must obtain its own logo license agreement.
 - Everman ISD has historically granted local youth athletic teams and organizations use of the logo without a license (i.e. Bulldog Club Football and Baseball). Permission will be given once the organization submits an official logo usage form, which can be obtained by contacting the Public Relations Department.
 - The district reserves the right to revoke logo privileges at any time at its sole discretion.
 - Logo licensing agreement includes:
 - Advertising/Retail Sales use - \$100 annually