



Frequently Asked Questions

- **What do the terms "indicia" and "mark" mean?**

Indicia means signs, indications, or distinguishing marks. A.C.A. §4-17-201 defines mark(s) as follows: "Mark" includes any trademark or service mark entitled to registration under this subchapter whether registered or not. The Bryant School District will trademark the school district seal, the Hornet mascot, the Bryant "B", and Hornet Athletics/Activities.



- **Who owns the marks of the school district?**

The school district owns the marks of the district. ASL is the authorized agent for filing of trademark/service marks, licensing the use of those marks, protection of the marks, and promotion of the marks.

- **How does the school and students benefit from me purchasing officially licensed merchandise from a licensee?**

Royalties are paid by the licensee to the school district. These proceeds will fund athletics and activities of the Bryant School District.

- **Can I have screen print or embroidery with the marks of the school district placed on apparel I already own or purchase?**

Yes, please use an officially licensed screen printer or embroidery licensee. The list of licensees will be provided by ASL or on the school district website.

- **Can I have a unique style of the marks screen print on a T-Shirt?**

Yes, as long as the protected marks listed above are not altered in any way. Example: You could screen print the school district indicia/marks with glitter ink as long as the indicia/marks itself isn't altered.

- **I want to purchase 50 shirts for our school organization, but I don't know whether or not royalties will apply. How do I find out?**

Contact any of the licensees with your order and they will get that answer for you. The list of licensees will be provided by ASL or on the school district website.

- **What if I purchase T-Shirts for our school organization to wear on campus, would they be subject to royalties if indicia of the school district was on the shirt?**

No. If the merchandise is not resold for a profit then no royalties would apply. This is considered internal use.

- **What if in the scenario above I purchase 20 shirts for my students and we sell 10 shirts to the parents?**

No royalties would apply on the 20 student shirts. Royalties would apply on the 10 shirts for the parents and would be paid by the licensee at the wholesale price.

- **What if I purchase 100 shirts with school district indicia on them as part of a school organization/team fundraiser, who pays the royalties?**

The licensee would pay the royalties at wholesale prices. The fundraising organization would NOT pay royalties.

- **Are royalties paid on uniforms worn by student athletes?**

No. These items are not resold for a profit by a school district organization/team. This would be considered internal use of the indicia.

- **I am a district employee and purchase pens with the school district indicia on them for use in the district office. These pens are not resold to the public. Are these pens subject to royalties?**

No. If an item is purchased by the school district with the indicia of the school district on it, and it is not resold for a profit, then no royalties would apply. This is considered internal use of the indicia.

- **I have purchased apparel in the past as a Booster Club or PTA President. Can I continue to purchase apparel from my supplier?**

Yes, if the supplier is a licensee. If the supplier is not a licensee, ASL will contact the supplier to discuss the licensing program with the intention of licensing the supplier.

For more information contact:

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