



## **SECTION II: COMMUNITY RELATIONS POLICY 2070**

### DISTRICT COPYRIGHT TRADEMARK LICENSING

The District recognizes the importance of protecting its intellectual property rights in original works from unauthorized reproduction, distribution and public display or performance. It is, therefore, the policy of the District to implement a copyright, ownership and licensing policy as follows.

All Institutional Works are the exclusive property of the District and may not be copied, distributed, publicly performed or displayed or used in the preparation of derivative works without the prior written consent of the Board of Education. “Institutional Works” are original works of authorship (i) created for school purposes in the course of and as part of the author’s employment with the school or (ii) specifically commissioned by the District to be created by the author for the District’s benefit. Institutional Works may include, but are not limited to, curriculum guides, curriculum materials, video and audiovisual productions of athletic, musical or other events, games, meets, matches and performances, whether created by District staff or students. Institutional Works shall have the following Notice attached to each authorized copy:

“Copyright © 20\_\_ Broken Arrow Public Schools. All Rights Reserved. This material, or parts hereof, may not be reproduced or transmitted in any form without prior written permission from an authorized representative of the Broken Arrow Public Schools.”

The Superintendent or the Superintendent’s designee shall consider preparing a separate Work for Hire Agreement when the Institutional Work is a considerable undertaking by a District employee.

The Superintendent or the Superintendent’s designee shall serve as the Copyright Officer for the District. The Copyright Officer will receive and act upon all requests for permission to copy Institutional Works or for permission for performance or display rights to Institutional Works. The Copyright Officer may approve any request for permission to reproduce, perform or display any Institutional Works for non-commercial or educational purposes. Any request for permission to reproduce, perform or display Institutional Works for profit shall be referred to the Board of Education for approval.

#### Trademark, Registration, and Licensing

Broken Arrow Public Schools also recognizes the importance of protecting its trademarks, service marks and trade names from unauthorized use. It is, therefore, the policy of the Board to implement a trademark registration and licensing policy as follows:

All of the trademarks, service marks, trade name logos, and/or symbols of Broken Arrow Public Schools, including but not limited to the name “Broken Arrow Public Schools” and “Broken Arrow Tigers” are registered trademarks with the Secretary of State, State of Oklahoma, or are entitled to protection under the common law. It is the policy of the Board to defend their trademark status. Any use of a Broken Arrow Public Schools trademark must have prior written approval from Broken Arrow Public Schools.

The Superintendent or designee may approve any request for permission to use Broken Arrow Public Schools trademark for non-commercial or educational purposes. Any request for profit or commercial use must be approved by the Board of Education.



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All requests for logos/use of registered names must be made in writing, preferably by email, at least two weeks in advance of the inquirer's deadline. Permission will ONLY be granted for one-time use.

The request should include:

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

All logo/name requests for use on clothing, novelty items, in fundraisers, one-time events and publications (flyers, advertisements, websites, etc.) should be directed to the district's director of communications. Contact information can be found on the district's website.

### Online/Social Media Logo Usage

The Broken Arrow Public Schools Communications Division is responsible for creating the District's "official" online presence. Any employee who wishes to create an "official" online presence representing a group associated with Broken Arrow Public Schools must first obtain approval from their site/department administrator, if applicable, as well as the Communications Division. The employee is also responsible for making annual notification of the continued use of the communication tool to the persons named above. Published material should express individual opinions or factual information and should not take "official" positions for Broken Arrow Public Schools. Sites that accept comments or postings by anyone other than the site administrator must be frequently monitored to ensure that the content displayed fits within the guidelines established by this policy.

Students are prohibited from creating an "official" online presence for a school-sponsored group, but may work with an employee, who is also their group sponsor, in maintaining such communication tools. The employee is responsible for all content published online, and should frequently monitor the information exchanged.

Copyright and fair use laws must be respected at all times. Trademarks such as logos, slogans, and digital content such as art, music, or photographs, may require permission from the copyright owner. It is the responsibility of the employee, student, or patron to seek the permission for any such trademarked content. The Communications Division must approve any and all uses of the Broken Arrow Public Schools name and/or logos.

Source: *Broken Arrow Board of Education policy adoption, July 13, 2009.*  
*Broken Arrow Board of Education policy revision, September 16, 2013.*  
*Broken Arrow Board of Education policy revised, November 4, 2019.*