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FOR IMMEDIATE RELEASE

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PCPS Board Approves New Logo Approval Form and Licensing Agreement

In rebranding of the PCPS district, new logos have been created. In an effort to spread the Wildcat spirit, the district is eager to share their new logos with school sites and public entities. To ensure equity, a Logo Licensing Agreement and fee schedule and a Logo Approval Form has been established.

Any use of the Ponca City School Wildcat Registered Logo requires district approval, regardless of the reason for the use. Any vendor, individual, company, or organization who produces Ponca City Wildcat Logo merchandise for sale or distribution to the public, or personal, company, or organizational use must apply for and be granted a Logo Licensing Agreement and may be subject to the payment of royalties. Use of PCPS Logo without proper approval may result in legal action.

Procedure for Submitting Logo Approval Form

Users must submit the signed, approved form along with the artwork and description of the proposed usage to the individuals listed below. Signing and submission of the form constitutes understanding and compliance with the Licensing Agreement.

PCPS Athletic Groups

All PCPS District athletic groups must submit their forms to: Jason Leavitt, Athletic Director, 580-765-8075 or leavij@pcps.us.

PCPS Clubs/Booster Clubs/Activity Groups/Individuals

PCPS School Clubs or Activity Groups and BOE recognized Booster Clubs Outside organizations, groups or individuals, must submit the form to District Business Office, Brenda Storie @580-718-3802 or 580-716-7259 or storib@pcps.us.

Wildcat Logo Guidelines

1. The colors accepted for the "Ponca City Wildcat" Logo are scarlet red, navy blue and white colors. Pantone Color numbers are listed in the Ponca City High School Brand Guide.
2. The primary Logo is a Wildcat head consisting of the scarlet red, navy blue and white colors. Acceptable variations are outlined in the Ponca City High School Brand Guide.
3. When possible, it is preferred to use the full color versions of all logos. Use of any other non-official colors in the logo mark must be approved by school administration.
4. The design of any registered Ponca City Logo must remain intact. No alterations, additions or deletions to any part of the logo are permitted without written permission.
5. These Guidelines are set forth by Board approval.

Schedule of Fees

No fee: District School Sites/District Athletics/School District Sponsored Organizations

No Fee: Public Entities (using not-for-profit)

\$100/year for local, private vendors producing merchandise or for profit

\$250/year for local merchants producing merchandise for profit (Included in this group will be Board sanctioned 501©3 Organizations.)

Percentage Basis for use of Logo will be determined at the time of agreement approval for non-community, for-profit vendors.

After a decision is made by the district, the request will be approved or disapproved and returned to the group. Approval will be limited to the production of the items specified on the approved Logo form and only during the approved time period. The PCPS represents that it has ownership rights in the Logos described in this Agreement, but disclaims any liability to defend the use thereof beyond the scope of this license. The Licensee shall not assign its rights under this Agreement to any third party without the specific written approval of Ponca City Schools. The Licensee agrees to cooperate with any trade mark applications submitted by or on behalf of the district and agrees that this license does not grant them any ownership rights in the Logos.

In the event of an asserted breach against the Ponca City Schools, it shall give the Licensee ten days written notice thereof with the right to cure. In the event of an asserted breach against the Ponca City Schools, Ponca City Schools shall not be liable for any consequential, indirect, or punitive damages. The Licensee shall indemnify and hold Ponca City Schools harmless for any asserted breach of damages by a third party as a result of any act, error, or omission of the Licensee in connection with its use of the Logos by the Licensee pursuant to this Agreement.