

Block Watch Society of BC Policy: Use of Registered Trademark

Block Watch Society of BC's registered trademarks:



The Block Watch Society of BC has registered trademarks. The intention is for this trademark to be used by society members according to the policy guidelines. To use these trademarks, a program must be a member in good standing with Block Watch Society of BC's definition of "Member" program: *"A member program is one that has paid their annual dues to the Block Watch Society of BC and is a member in good standing with the society"*. (A membership list can be found at www.blockwatch.com). The trademark logo may not be altered, defaced, embellished or physically changed in any way.

Policy Guidelines:

Guidelines for use of trademark logo are as follows:

- May be used on letterhead belonging to a police/municipality/crime prevention society managed "member" program for correspondence directly related to Block Watch activities.
- May be used on street signs providing the street sign conforms to the standard format for Block Watch signs and the sign is placed in the jurisdiction of a police/municipality/crime prevention society managed "member" program.
- May be used on Newsletters issued from a police/municipality/crime prevention society managed "member" program.
- May be used on any or all Block Watch Society of BC material.
- Any additional wording that will be included along with the trademark logo must be submitted to the Block Watch Society Board of Directors (using the form associated with this Policy Guideline) for approval on a case by case basis to ensure that it meets with the mission and vision of the Society. This form **MUST** be submitted, even if you have previously been given verbal permission.

The logo may **not** be used without prior permission from the Block Watch Society of BC for:

- Any fund-raising activity or solicitation for funds request
- Events or functions that do not have the presence of police representation of a "member" organization.
- Internet sites managed by members not acknowledging the Society as source of material.

Request for Additions to the Block Watch Society of BC Trademark Logo Form

Name of Organization Holding Membership: _____

Name of representative from Organization Holding Membership: _____

Date of Request: _____

In the space below, please describe or attach the suggested additions you intend to make to the Block Watch Society of BC Trademark Logo.

For the Block Watch Society of BC Board of Directors Use:

Approved: Yes / No

Date:

Director Sign Off:

