



The City of  
**MORGANTOWN**  
Communications

304-284-7426  
Morgantownwv.gov  
430 Spruce St.  
Morgantown, WV 26505

### **Copyrights, Marks, and Acceptable Use**

The City of Morgantown, West Virginia protects the use of its name and marks, promotes the image of the City of Morgantown to the public and ensures that the City shares in the benefits derived from commercial and non-commercial use of its marks in order to comply with and assure protection under federal trademark law (15 U.S.C. 1051 et seq).

The City has applied for registration of its name, logo, and slogan as a registered Service Mark with the U.S. Patent and Trademark Office, and these marks are the exclusive property of the City of Morgantown. The City closely monitors the use of City property to preserve its integrity and prevent public confusion regarding signs and symbols associated with City of Morgantown.

### **Logo**

The City of Morgantown logo should be included in all official City of Morgantown communications regarding news, programs, events or services. Unauthorized use of the City's logo constitutes a trademark infringement and may be punishable by imprisonment and/or substantial fines and penalties under 18 U.S.C. § 2319.

### **Non-Commercial Usage**

The City of Morgantown permits non-commercial use of its trademarks and copyrighted property such as the City logo and slogan images and text (the "Content") for a license fee of fifty dollars (\$50) for a two-year term. This permission shall be deemed a limited, non-transferable, non-exclusive license that ends immediately if upon the City of Morgantown's request, including but not limited to instances where the Content is out-of-date or has been updated by the City; and/or if a user is in violation of this Policy.

No person or entity may use any Content for commercial purposes, which is defined as use of Content on social media websites that promote a business or commercial enterprise, on printed materials (such as books, brochures, or posters), merchandise (such as coffee mugs, pens or T-Shirts) or any other articles that are offered for sale OR given away for free in connection with the promotion of any business or commercial enterprise. The content shall NOT be used in whole or in part as a design element in any company or organization logo, branding or identity in any way. The content shall NOT be used for political campaigns, religious or issue-oriented messages as it might convey the false impression that the City endorses such message.

## **Commercial Usage**

The City of Morgantown permits commercial use of its trademarks and copyrighted property such as the City logo and slogan (the "Content") upon the City's approval of a signed License Agreement and payment of a \$100 license fee for a term of two (2) years. "Commercial use" shall mean the limited, non-transferable and non-exclusive use of the Content on social media websites that promote a business or commercial enterprise, on printed materials (such as books, brochures or posters), merchandise (such as coffee mugs, pens or T-Shirts) or any other articles that are offered for sale or exchange or given away in order to promote a business or commercial enterprise.

The content shall NOT be used in whole or in part as a design element in your company or organization logo, branding or identity in any way. The content shall NOT be used for political campaigns, religious or issue-oriented messages as it might convey the false impression that the City endorses such message. Such use must comply with the terms and conditions of the City's Trademark and Copyright Usage Guidelines and the License Agreement (found by following the link below).

To request the City's Logo for Commercial Usage and Non-Commercial Usage, please contact the Director of Marketing and Communications.

**Drew A. Bailey**

*Director of Marketing & Communications*

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