

VA250 Trademark Licensing Policies

- Commemorative partnerships will be non-exclusive.
- All products or services on which Commission trademarks are used must be legal to sell and possess in the Commonwealth of Virginia. Any products with legal restrictions on their use or sale will require express written approval of the Commission.
- All products or services on which Commission trademarks are used must carry an appropriate message which is consistent with the VA250 mission, marketing strategy, and brand standards.
- VA250 reserves the right to deny any request for co-branding.
- Licenses will run through July 1, 2032.
- Commission licensed marks shall not be altered in any way and must be used according to VA250 brand guidelines.
- Recreations of the VA250 logo in other styles, colors, formats, fonts, etc. are prohibited
- The VA250 logo and other Commission trademarks, when used in conjunction with your organization's name, logo, or trademark, should be kept separate and distinct, unless the Commission has expressly approved in writing a customization or alteration of its trademarks (e.g. Alexandria VA250).
- Use of the VA250 logo or other Commission trademarks by themselves on merchandise (without co-branding with your logo) will normally not be approved, or if approved, may require further contract approval.
- The VA250 logo and other Commission trademarks may not be used to promote or advertise any political group or candidate. Any marks, images, or words used by you in conjunction with Commission trademarks must not offend any potential segment of the public or reflect unfavorably on the Commission.
- The Commission reserves the right to immediately terminate your license to use its trademarks for any violation of these Trademark Licensing Policies or the Trademark License Agreement.

The VA250 Commission wants to be a good steward of Commonwealth property, including intellectual property. The Commission also respects the intellectual property rights of others, including its commemorative partners.

The Commission therefore requires a signed Trademark License Agreement and compliance with its Trademark Licensing Policies to prevent any inappropriate use, and protect the intellectual property rights of both the Commission and commemorative partners, especially when trademarks of the Commission and a commemorative partner are used together. Use of the Trademark License Agreement and Trademark Licensing Policies is therefore a standard business practice designed to protect both the rights of the Commission and its commemorative partners.