

[REDACTED]

From: [REDACTED]
Sent: Wednesday, November 15, 2006 2:52 PM
To: [REDACTED]
Cc: [REDACTED]
Subject: FW: Fw: Web site compliance issues (UNCLASSIFIED)
Signed By: [REDACTED]

Classification: UNCLASSIFIED
Caveats: NONE

[REDACTED]

The site seems to be adhering to all applicable rules and regulations.

Link to GOARMYSPORTS.com is provided through the USMA Site which is .edu, not .mil . In addition, the webmaster has provided a disclaimer stating that DOD does not endorse any non-DOD websites that are provided as a link. The web page owners are paying a fee to West Point for the trademark usage as per the below listed policy.

<http://www.usma.edu/trademark.asp>

The Department of Army owns the trademarks associated with the United States Military Academy, and has authorized the Military Academy to administer the trademark program. The marks are controlled by the Office of the Directorate of Intercollegiate Athletics and the Association of Graduates. The Collegiate Licensing Company of Atlanta, GA oversees the use of the trademarks on products and grants licenses for their use. Collegiate Licensing Company also polices and enforces the marks and is a vital partner with the Department of Army in ensuring West Point's names, symbols, and colors are used in a manner consistent with its reputation as a builder of leaders of character prepared for service to the Nation as an Army officer.

To use any USMA-related trademark on any item or in connection with any service, a potential vendor must first obtain a license, or permission, to use the trademark from CLC. Licenses generate royalties, which are paid into the general funds of both ODIA and AOG to directly support the Corps of Cadets. West Point's Licensing Director works with CLC to ensure only the highest-quality goods and services carry the USMA-related trademarks and is the final approval authority. Failure to obtain a license for the use of a trademarked word, phrase, or symbol can result in legal action against a vendor to cease the illegal use.

The USMA Licensing Director also has the authority to grant permission for use of the trademarks for one-time, non-commercial, private purposes, such as wedding invitations.

Commercial Uses: If you intend to sell an item on which you plan to place a USMA-related trademark (including but not limited to symbols, logos, verbiage, colors, numbers, and letters), you must enter into a licensing agreement and pay royalties on all sales of your item(s). The CLC grants these licenses after approval by the USMA Licensing Director. To become a licensee, contact CLC at www.CLC.com and use the drop-down menus to obtain information and an application.

>
> [REDACTED]
> Sent: Wednesday, November 15, 2006 1:31 PM
> [REDACTED]
> [REDACTED]
> [REDACTED]
> Subject: FW: Web site compliance issues (UNCLASSIFIED)
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