

Licensing

A trademark or service mark may be a word, name, symbol, or any combination thereof that is used by its owner to identify or distinguish goods or services from those of others. Rights in trademarks and service marks arise as a result of use of the mark in commerce to identify the source or origin of goods and services. In addition, a trademark remains the property of the owner so long as the owner continues to use it properly as a trademark.

Any person, business, or organization desiring to use trademarks of The City of Georgetown in any manner and for any purpose must be licensed to do so.

All uses of any version of the City of Georgetown logo, wordmark, or seal must be approved by the City. Use of the City logo for merchandise, promotional items, or other items to be sold will be licensed through a contract with the vendor.

When contacting the City to request the logo, the following information is needed:

1. The specific document, web page, advertisement, merchandise item, etc. on which the logo will appear.
2. Description of ad copy or document in which it will be used
3. Specify color or B/W version of logo
4. Dimensions of logo as it appears on item to determine proper version
5. Software used and file type needed (see list on p. 11 of this guide)

For all licensing inquiries, contact the Tourism Director.