



Board Action Required

No Action Required

Date: January 30, 2011
To: Board of Trustees & Dr. Turner
From: Sid Grant
CC: Kelly Penny, John Crawford, Tamerah Ringo

RE: Registering of the Coppell ISD Logo as a Trademark

The Coppell Cowboys football booster club has offered, at their own time and expense, to attempt to register the “Coppell Cowboys” logo as seen below. While it is very difficult to fully monitor the logo’s use by non-school related “for profit” organizations, registration will give us a greater degree of protection in the event of gross misuse. Plus, it will help prevent another Texas team, or even a “for profit” company from registering the same or a very similar logo.

Even though the football booster club would be initiating and paying for this registration process, other CISD booster clubs or school sanctioned organizations would not be prevented or restricted from using the logo for fund raising purposes.

I do not believe this request requires specific Board of Trustee approval. However I wanted to share the idea with the Board to ensure there are no concerns moving forward with this offer.

