

## **POLICY NUMBER - 80**

### **Policy Subject/ Title - “Port of the Privateers”® Trademark - Acceptable Usage**

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#### **GENERAL STATEMENT OF POLICY**

80.01 The tagline, “Port of the Privateers”, is a registered trademark owned by the Region of Queens Municipality. The tagline with the registered trademark symbol is intended to support the brand identity of Liverpool, Queens County, Nova Scotia, Canada as the “Port of the Privateers”. It is understood that there may be both commercial and not-for-profit entities that wish to incorporate this phrase in their activities. In order to protect their asset, it is the policy of the Region of Queens Municipality to have guidelines for the acceptable use of this trademark.

#### **POLICY OBJECTIVES**

80.02 To set out the guidelines for the use of the trademark tagline “Port of the Privateers”.

80.03 To state the process, and responsibilities for approval of the desired usage.

#### **ALLOCATION OF RESPONSIBILITIES**

##### **REGION OF QUEENS MUNICIPALITY COUNCIL**

80.04 To accept or deny recommendations for approval of applications, in the event that there is an unusual circumstance presented by the Director, Economic Development Department.

##### **DIRECTOR, ECONOMIC DEVELOPMENT DEPARTMENT**

###### **Trademark Usage**

80.05 To receive and examine applications for commercial and not-for-profit use.

80.06 To grant or deny applications based on the criteria of this policy. Unusual circumstances may arise, where, at the discretion of the Director, Economic Development Department, the application is referred to Council to approve or deny. Under normal circumstances, the applicant will be contacted within 21 days of receipt with the result of the application. If the application is referred to Council, the applicant will be informed of the result as soon as possible after a decision is made.

80.07 To inform and seek corrective action from organizations in the event of an inappropriate use.

## **POLICY PROCEDURE**

### **Trademark Usage**

80.08 The following conditions and procedures apply to both commercial and not-for-profit applications of the tagline:

- a) Written requests for use are to be submitted for approval to the Economic Development Director on the “Port of the Privateers” Trademark Usage Application Form (attached) at least one month before use of the trademark is required.
- b) Usage of the trademark in print should be distinguished from surrounding text by using it in all capital letters or at least initial caps of “Port” and “Privateers”; by using it in bold, italic, or underlined fonts; by placing it within “quotes”; or by using it in a stylized or graphic form that differs from the surrounding text, or employs the registered mark symbol ®.
- c) Employment of registered mark is not mandatory for every occurrence of the phrase within an article, press release, advertisement or website content, etc.; however, as a minimum, the tagline with registered mark should appear at least once in each piece, either at the first, or most prominent usage.
- d) Usage would support the brand identity of Liverpool, “Port of the Privateers”.
- e) Usage is consistent with a positive image of Liverpool, is respectful of the history of privateering and does not bring Liverpool or the Region of Queens Municipality into disrepute in any way.

## “Port of the Privateers”® Trademark – Usage Request Application Form

Please submit this form at least one month before usage is required:

Contact Name	
Contact Telephone	
Contact Email	
Business Name (if applicable)	
Business / Contact Address	

Please describe exactly how you would like to use the trademarked phrase “Port of the Privateers”. If applicable, please attach a graphic image of the intended use.

Signed: .....

Date: .....

Please submit this form to: Director – Economic Development  
Region of Queens Municipality  
249 White Point Road, PO Box 1264,  
Liverpool, NS B0T 1K0  
Telephone: (902) 354-5741  
Fax: (902) 354-7473  
Email: [jcruikshank@regionofqueens.com](mailto:jcruikshank@regionofqueens.com)