

Preamble The Royal Ontario Museum (ROM) recognizes the value of its trademarks and official marks including ROYAL ONTARIO MUSEUM, ROM, the ROM logo and other names, logos, designs, and symbols (hereafter referred to as marks) associated with the ROM and ongoing activities, products and endeavours related to its collections, research, exhibitions, and programs. These identifying marks are unique and valuable assets.

Policy The ROM will strive to preserve and enhance the value of its marks. The ROM's objectives in regulating and *licensing* use are to

- Establish consistent and professional use.
- Ensure that the reputation and image of the ROM is both protected and enhanced.
- Limit the ROM's liability from association with questionable products, services, and organizations.
- Generate revenue for the ROM.

The Deputy Director Operations & Chief Operating Officer in consultation with the Chief Marketing & Communications Officer will:

- Establish a process to develop, modify, and select marks for the ROM, and when deemed appropriate, its departments and other internal groups or committees.
- Manage the protection and registration of relevant ROM marks with key global trademark offices.
- Regulate the use of ROM marks for all purposes by its departments, internal groups or committees, and *associated organizations*.
- Manage the licensing of trademarks to external parties.
- Manage the licensing of trademarks for use by the ROM.
- Monitor use of trademarks of the ROM and of external parties.
- Manage registration and use of domain names.

Permissible Use The ROM's name and/or other marks may be used to imply, either directly or indirectly, the ROM's endorsement of, association with, or opposition to an organization, product, or service only with the written permission of the ROM.

ROM employees and volunteers may use the ROM's name in describing their relationship with, or employment by the ROM.

Restrictions on Use The ROM will not use or license its marks in association with products, services, and organizations that may decrease the value of its marks or negatively affect the ROM brand, reputation, or goodwill.

ROM employees and volunteers may not use any ROM marks for personal gain, including but not limited to, private/outside professional activities, outside consulting or commercial activities, and personal web sites.

Explanation of Terms *associated organization*: a group, organization, foundation or association whose primary purposes and activities are to provide assistance to the ROM in furthering its mandate, mission and objectives, and which may be authorized to use the ROM's name, facilities and other resources.

licence: a contract in which a trademark owner grants permission to use its trademark.

official mark – In Canada special statutory protection for marks may be obtained by a public authority (such as the ROM). A published notice conferring this protection does not need to be renewed.

trademarks: words, symbols, or designs, or a combination thereof, used to distinguish the wares or services of a person or organization from those of others in the marketplace.

registration: Registration is not mandatory in Canada but provides certain advantages. A trademark registered in Canada gives its owner exclusive rights to its use in association with the goods and services listed in the registration, for 10 years from the date of registration. A Canadian trademark registration may be renewed every 10 years without limitation. In many other countries trade-mark protection is entirely or largely dependent upon registration.

Date April 18, 2002

Amended June 17, 2010
December 18, 2014
March 26, 2018
March 23, 2021 (administrative changes)

MONITORING**Adherence to Policy**

Board: The Governance Committee will periodically review management's adherence to the policy.

Management: The Director & CEO, the Deputy Director Operations & Chief Operating Officer and the Chief Marketing & Communications Officer will ensure that the Governance Committee has all the relevant information for determining adherence.

Policy Review

<i>Methods</i>	Internal Report
<i>Responsibility</i>	Governance Committee
<i>Minimum Frequency</i>	Every three years
