

**ATTN:** AIMS Board of Directors, Governance Committee

**Title:** Proposal for trademarking AIMS school names and logos

**Date:** Sep 12, 2023

**Submitted by:** Suzen Chu, Director of Marketing, Communications and Recruitment

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## **Proposal for trademarking AIMS school names and logos**

### **Introduction:**

This is the proposal to seek trademark protection for our school names and logos to further protect and strengthen our school's brand identity. This initiative aims to safeguard our intellectual property rights and ensure our identity remains distinctive in education.

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### **Background:**

Established in 1996 under the name "American Indian Public Charter School," AIPCS was founded as a Middle School with the primary mission of catering to the educational needs of the Native American community. With the expansion of the educational institution and the founding of American Indian Public High School (AIPHS) and American Indian Public Charter School II (AIPCS II) a K-8 School, AIMS has evolved into a comprehensive school district, now dedicated to serving K-12 students in Oakland. AIMS Schools underwent a rebranding transformation in January 2015 when it adopted the name "AIMS" as American Indian Model Schools and introduced the distinctive shield logo. In 2018, the School Board approved a name change to "AIMS K-12 College Prep Charter District" and discontinued the name "American Indian Model Schools" to better align with the evolving demographics of our student body, signifying our commitment to providing comprehensive educational opportunities for all.

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### **Objectives:**

The objective is to secure trademark registrations for the array of AIMS school names and logos, mascots, and taglines, a strategic move to protect our intellectual property rights and preserve our distinctive identity.

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**Proposal Details:**

Trademarking the series of School Names, Logos, Mascots, and Taglines as the intellectual property of AIMS District.

**School Names:**

<b>District:</b>	AIMS K-12 College Prep Charter District	AIMS District
<b>Elementary School:</b>	AIMS College Prep Elementary School	AIMS ES
<b>Middle School:</b>	AIMS College Prep Middle School	AIMS MS
<b>High School:</b>	AIMS College High School	AIMS HS

**Logos:**



**Variations of AIMS shield logo:**



**Spirits Logos:**



**Wordmark:**



**Mascots:**

"Goldie" The Golden Eagle

**Tagline:**

"WHO'S STRONG? AIMSTRONG!"

"We are stronger together, and together, we are AIMSTRONG!"

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**Budget:**

~\$800 per mark to hire a trademark attorney.

~\$350 per mark as the registration fee.

**Reference:**

United States patent and trademark office (USPTO)

<https://www.uspto.gov/trademarks/basics/how-much-does-it-cost>

OnlineTrademarkAttorneys.com

<https://onlinetrademarkattorneys.com/faq/how-much-does-a-us-trademark-cost-to-file/>

Forbes Trademark Cost 2023: Federal, State & Attorney Fees:

<https://www.forbes.com/advisor/business/trademark-cost/>

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**Benefits and Impact:**

Trademarking school logos offers several benefits and impacts for educational institutions. It provides legal protection, safeguarding the logo from unauthorized use and potential dilution, while also serving as a valuable marketing tool for recruitment and alumni engagement. By establishing a strong brand identity, trademarked logos enhance an institution's credibility and professionalism, fostering a sense of pride among students and alumni. Moreover, trademarked logos can generate revenue through licensing and merchandising opportunities, contributing to the financial stability of the school. Overall, trademarking school logos is a strategic move that helps secure an institution's intellectual property, strengthen its brand, and support its long-term success.

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## Timeline:

The timeline for trademarking a logo can vary depending on various factors, including the jurisdiction in which the individual is applying for the trademark, the type of trademark application being filed, and whether any challenges or objections emerge during the examination process. A general overview of the steps and estimated timeframes for trademarking a logo in the United States can be provided as follows:

**1. Preliminary Research (1-2 weeks):** Before initiating the trademark application, individuals are advised to conduct comprehensive research to ensure that their logo does not infringe upon pre-existing trademarks. This research can be performed either independently or with the guidance of a trademark attorney, and the duration may vary based on the complexity of the search.

**2. Preparing and Filing the Application (1-2 weeks):** Once a thorough search has been completed, and it is determined that the logo is likely to be eligible for registration, individuals can proceed to prepare and submit a trademark application to the United States Patent and Trademark Office (USPTO). This process generally takes a few weeks to complete, factoring in the time needed to complete application forms and gather any necessary documentation.

**3. Examination and Publication (3-4 months):** Following the submission of the application, the USPTO will review it for completeness and conduct a trademark search, typically requiring several months. If any issues or objections are raised by the USPTO examiner, individuals may need to address them, potentially extending the timeline.

**4. Publication for Opposition (30 days):** If the application successfully passes examination, it will be published in the USPTO's Official Gazette for a 30-day period. During this period, third parties have the opportunity to oppose the registration of the trademark if they believe it infringes on their existing rights. If no oppositions are lodged, the trademark can proceed to registration.

**5. Registration (9-12 months):** If there are no oppositions or other complications, and the application meets all requirements, the USPTO will issue a Notice of Allowance, leading to the registration of the logo. This final registration process typically takes approximately 9-12 months from the initial filing date.

It's important to note that these estimated timeframes are approximate and may vary based on the complexity of each case and any challenges that may arise during the application process. Additionally, trademark registration processes in other countries may have different timelines and requirements. To ensure a smooth and timely trademark registration, it is advisable to seek guidance from a qualified trademark attorney who can assist with the process and address potential challenges as they arise.

**Conclusion:**

In conclusion, trademarking a logo is a crucial step in safeguarding an organization's brand identity and intellectual property. This process entails comprehensive research, thorough documentation, and adherence to legal procedures, which may vary by jurisdiction. While the timeline can fluctuate depending on factors such as the complexity of the logo and potential challenges encountered during examination and opposition periods, the long-term benefits far outweigh the time investment. A registered trademark not only protects the logo from unauthorized use but also enhances brand recognition, credibility, and revenue-generation opportunities. It is a strategic decision that ensures the integrity and value of the logo, making it a worthwhile pursuit for any organization seeking to establish and maintain a strong brand presence.

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**Request for Approval:**

I request your approval to move forward with the trademarking of our school names, logos, and related items, recognizing the pivotal role it plays in safeguarding our brand identity and fostering our continued growth. This decision is grounded in a comprehensive evaluation of the numerous advantages and potential impacts, all of which substantiate the importance of pursuing trademark protection. By securing exclusive rights to our logo, we not only shield our intellectual property but also bolster our reputation and credibility in the market. This proactive step enables us to enforce the integrity of our brand, explore lucrative licensing opportunities, and ultimately strengthen our competitive position. We greatly appreciate your consideration of this proposal and eagerly await your approval to initiate this transformative journey for our brand.

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