

CASWELL COUNTY POLICIES AND PROCEDURES				
Policy Number:	4	Title:	COUNTY SEAL POLICY CASWELL COUNTY BOARD OF COMMISSIONERS	
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COUNTY SEAL POLICY

WHEREAS, Caswell County, North Carolina (the “County”) has adopted and is using as its seal that certain mark described as follows: A circular design depicting an outline of the Caswell County Courthouse trimmed with two outstretched tobacco leaves surrounded with the words Caswell County, North Carolina May 9, 1997 (the “County Seal” and sometimes the “Mark”); and

WHEREAS, the Caswell County Board of Commissioners has registered the Mark with the North Carolina Secretary of State in Registration # 002235; and

WHEREAS, a specimen of the Mark is attached hereto as Exhibit A; and

WHEREAS, the County Seal is a symbol of authority and is a valuable asset of the residents of Caswell County; and

WHEREAS, the County desires to provide for the preservation and maintenance of the Mark in accordance with the common law of North Carolina and the North Carolina Trademark Registration Act by adopting this County Seal Policy (the “Policy”) governing the use of the County Seal.

NOW THEREFORE, BE IT RESOLVED AS FOLLOWS:

Section 1 Use of County Seal-Official Purposes. Except as provided herein, the County Seal shall be used only for the official business of the County. The County Seal cannot be used by any individual or organization without the expressed written consent of the County after submitting the prescribed license application, the current form of which is attached hereto as Exhibit B (the “License Application”), by which it, among other matters, agrees to comply with the terms and conditions outlined in this Policy.

Section 2 Use of County Seal-Commemorative and souvenir items-Historical, educational, and civic purposes. The Caswell County Board of Commissioners may authorize the use of the County Seal on commemorative and souvenir items, and for historical, educational, cultural and civic purposes. Such authorization shall be in writing. Application for such authorization shall be made to the Caswell County Board of Commissioners as provided in Section 1 of this Policy.

Section 3 Prohibitions. (a) The County Seal shall not be used in connection with goods or services which, in the County's judgment, may diminish goodwill in the Mark, including, for example, uses which could be deemed to be obscene, pornographic, violent, or dangerous to the public health, safety or welfare of the residents of Caswell County. (b) The County Seal shall

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not be used in a political campaign to assist or defeat any candidate for elective office. (c) The County Seal shall not be used in a manner that inaccurately implies that the County sponsors or endorses or is otherwise affiliated with other activities, products or services. (d) The County Seal shall not be used in connection with unlawful activities or to encourage unlawful activities. (e) The County Seal shall not be used in a manner likely to cause confusion between products and services of the County and those of another entity.

Section 4. Fair Use. Nothing in this Policy shall prohibit the reproduction of the County Seal for illustrative purposes by the news media if the reproduction by the news media is incidental to the publication or the broadcast. Nothing in this Policy shall prohibit a characterization for the County Seal from being used in political cartoons.

Adopted by the Caswell County Board of Commissioners this 4th day of December, 2017.

Nathaniel Hall
 Nathaniel Hall, Chairman

Attest:

Paula Seamster
 Paula Seamster, Clerk to the Board



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EXHIBIT A

County Seal Specimen



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EXHIBIT B

LICENSE APPLICATION FOR USE OF CASWELL COUNTY SEAL

1. Name of Applicant: _____
2. Address of Applicant: _____
3. Type of License Requested: New Renewal
4. How will the County Seal be applied? Check all that apply.

Website Public Presentation Brochures/Flyers Other
5. Explain your intended use and business objectives of the County Seal including how and where the County Seal will be used.

6. Provide a representative sample attached to this Application of how you intend to use the County Seal.
7. **Terms of License**
 - (A) This License is subject to all the provisions of the County Seal Policy.
 - (B) This License is in effect for two years of the date this license is signed by the County Manager unless extended, revoked, or terminated.
 - (C) This License may be extended by mutual written agreement between the Licensee and the County. Any extension signed by all parties to the original agreement is effective on the date that all required parties have signed the extension.
 - (D) This License is not effective until it has been approved and signed by the County Manager.
 - (E) The County reserves the right to terminate the license granted hereby at any time in its sole discretion by providing written notice to the Applicant at the address listed above.
 - (F) If the person signing below is signing on behalf of an entity, he or she hereby certifies that he or she has all necessary authority to bind the entity to the terms of this License Agreement.

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By signing below I hereby certify on behalf of myself (if an individual) or the organization named above that I have read the County Seal Policy, and I am authorized to agree to abide by the County Seal Policy as a condition of a license to use the County Seal.

Licensee Name:

Caswell County Board of Commissioners Chairman

Licensee Signature:

Date:

Date:
