

Preamble The Royal Ontario Museum (ROM) recognizes the value of its name, its acronym, other names commonly associated with the Museum, and various logos, designs, and symbols (hereafter referred to as marks) in distinguishing and promoting its 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 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 Office of the Chief Operating Officer exclusively 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 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.
- Protect its trademarks.

Permissible Use The ROM's name and/or other marks may be used to imply, either directly or indirectly, the 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 is 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.

trademark: 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. A trademark registered in Canada gives its owner exclusive rights to its use for 15 years from the date of registration. It may be renewed every 15 years without limitation.

Approval

Chair of the Board

President & CEO

Date

April 18, 2002

Amended

[Dates]

MONITORING

Adherence to Policy

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

Management: The President & CEO and the Chief Operating Officer will ensure that the Governance Committee has all the relevant information for determining adherence.

Policy Review

Methods Internal Report
Responsibility Governance Committee
Minimum Frequency Every three years

Section 9, Trade-marks Act

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|---------------------------|--|
| 1. Royal Ontario Museum | Registered in Canada
Registered in U.S., certain categories |
| 2. ROM | Registered in Canada |
| 3. ROM and design (crown) | Registered in Canada |
| 4. Tour of Toronto | Registered in Canada (no longer in use) |
| 5. ROMGlobal | Application in progress |
| 6. ROM Shops | Application in progress |

Registered

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| 1. ROM & magnifying glass | Preliminary approval granted
Advertised in <i>Trade-marks Journal</i> |
| 2. Hidden Treasures | Registered in Canada |
| 3. Primeval Predators | Registration pending in Canada
Registration pending in U.S. (games, toys)
Registered in China |

ROM Foundation

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| 1. Fact? or Fiction? | Registered in Canada |
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