



Monroe Premier F.C. Logo and Trademark Usage Policy

This Logo and Trademark Usage Policy is binding on all Monroe Soccer Association (MSA) members aka Monroe Premier F.C. member teams.

Monroe Soccer Association (MSA) is the exclusive owner of all rights, title, and interest to the trademarks "Monroe Premier F.C.", "MPFC", "Monroe Premier" and the Monroe Premier F.C. logo shown on this page. At its sole discretion, MSA grants the following rights to use and display the logo according to the guidelines contained within this Policy.

MSA and/or Monroe Premier F.C. member teams may not, and shall not, register any name, logo, trademark, indicia, brand name, service mark, or any other mark that is: (i) identical or similar to the Marks; or (ii) which infers any relationship or affiliation with Monroe Premier F.C. or MSA.

Merchandising:

No MSA and/or Monroe Premier F.C. member team may produce or sell any item featuring the logo without the advanced written approval of the Sponsorship Director of Monroe Premier F.C., which may be withheld for any reason. Monroe Premier F.C. will consider granting limited rights to use the logo in fundraising merchandising efforts by a Monroe Premier F.C. team upon submission of the proposed usage of the logo according to the process set forth below, and according to such terms as may be determined by Monroe Premier F.C. at its sole discretion for such usage. The following process shall be followed for approval of merchandising containing the logo:

1. The Monroe Premier F.C. team shall submit complete materials with the plan for the usage of the logo, (including location of the proposed logo and the quantity of item produced), to Sponsorship Director.
2. Sponsorship Director shall review the proposed use and will respond in writing to the Monroe Premier F.C. team with approval or rejection within 10 days. If Sponsorship Director does not respond during this time period, the use shall be considered rejected.

Marketing Guidelines:

Consistency of use and marketing of the Monroe Premier F.C. brand is of utmost importance to the growth and development of Monroe Premier F.C. As such, the following guidelines are mandatory for all Monroe Premier F.C. Members:

1. The game jerseys of each player competing in Monroe Premier F.C. must wear the official club uniforms and they may not be altered in anyway.
2. Use of the Monroe Premier F.C. logo and brand on social media or websites (other than the official team pages) must also have approval prior to their use.
3. Warm ups, bags and official training jerseys must also be approved official gear as declared by Monroe Premier F.C. Any gear bearing the Monroe Premier F.C. logo MUST be submitted for approval in writing BEFORE any permission will be considered.

Except as expressly provided within this Policy or in a separate writing signed by the Sponsorship Director or DOC for Monroe Premier F.C., no right to use the Monroe Premier F.C. brand or logo in any way is granted to any MSA or Monroe Premier F.C. member or to any third party. No ownership in the Monroe Premier F.C. brand or logo is granted to any MSA or Monroe Premier F.C. member or any third party.