

GUIDELINES FOR ALUMNAE FOR USE OF TRADEMARKS OWNED BY MCS FOUNDATION

Maryknoll Convent School Foundation Limited (“**Foundation**”) is the legal owner of the trademarks set out in Appendix 1 of these guidelines (“**Foundation Trademarks**”). These Foundation Trademarks represent the reputation of our school, and the values, mission and vision our school stands for – and this makes them very valuable assets, which require protection. The Foundation therefore has a responsibility to ensure that these trademarks are only used in an appropriate and responsible manner consistent with our school’s educational philosophy.

In order to ensure that the Foundation Trademarks are properly used, the following guidelines must be complied with for any use of any Foundation Trademarks. Failure to comply with these guidelines amounts to a breach of the licence of use and constitutes an infringement of the Foundation Trademarks and may carry legal consequences.

1. Permitted party of Foundation Trademarks

The Foundation will use its discretion to permit the use of the Foundation Trademarks by former student(s) (“**Alumna**” or “**Alumnae**”) who has or have completed at least one academic year of studies at Maryknoll Convent School (Primary Section) (“**MCS Primary**”) or Maryknoll Convent School (Secondary Section) (“**MCS Secondary**”).

2. Application for the use of Foundation Trademarks

- (a) An Applicant may apply to the Council for approval to use any of the Foundation Trademarks by completing Appendix 2.
- (b) The use of Foundation Trademarks is limited only to the production of souvenirs and/or merchandise for non-commercial use and distribution (i) with the school’s permission, within the MCS Primary and MCS Secondary school grounds or at school functions outside the school grounds or (ii) Alumnae reunion. Where such souvenirs and/or merchandise are exchanged for money or services that have to be paid for, the proceeds should go to the benefit of MCS Primary, MCS Secondary, Maryknoll Convent School Educational Trust or an entity that is approved by the Council.
- (c) When considering whether or not to approve any application, the Council will take into account all relevant matters which it deems appropriate, including without limitation whether the Applicant has demonstrated, in the Council’s opinion, proper use of the Foundation Trademark(s) for a cause that is related to and beneficial to the school.
- (d) The Foundation Trademarks may not be used to promote the following products: alcohol products, tobacco and other smoking-related products, lighters, drugs and controlled substances, products related to gambling or lotteries, underwear or other sexually suggestive items.
- (e) In addition, no approval will be given for the use of any Foundation Trademark on any souvenir or merchandise that does not meet minimum standards of quality and/or taste, are judged to be dangerous or carry high product liability risks. The Council shall have absolute discretion to decide what is/is not an acceptable use of the Foundation Trademarks.

3. Floral Pattern Trademark

- (a) The Foundation has granted to the MCS Educational Trust the right to use, on an exclusive basis, the floral pattern trademark (item 6 in Appendix 1) solely for producing merchandise **for sale** in order to raise funds for the trust. This means an Alumna will not be allowed to use the floral pattern trademark to produce and sell merchandise in exchange for money.
- (b) This, however, does not preclude an Alumna from using the floral pattern trademark in circumstances other than producing and selling merchandise (“**Permitted Usages**”). Examples of Permitted Usages include using the floral pattern trademark to produce souvenirs that are given away free of charge (i.e. not for sale), or to produce an advertisement or brochure used in connection with an alumnae reunion.

4. Steps for applying for the use of Foundation Trademarks

Step 1: Complete the Application Form set out in Appendix 2 of these guidelines.

Step 2: Submit the Application Form to the Trademark Committee Convenor (currently, Irene Li; email address lisukkay@netvigator.com; telephone number 9739 8835).

Step 3: Approval is granted, declined or granted with conditions by the Foundation.

Step 4: Production of souvenir and/or merchandise.

Step 5: Provide to Pat Ling (MCS Secondary Office) for her records: (i) two samples of the actual souvenir and/or merchandise produced (or a photo if the size is too big) and (ii) a copy of the purchase invoice of the souvenir and/or merchandise from the vendor.

5. Confirmation and Undertaking by Applicant

The Applicant confirms and undertakes that:

- (a) use of the Foundation Trademarks by the Applicant shall in no way reduce or diminish the reputation, image and prestige of Maryknoll Convent School or the Foundation;
- (b) the Applicant shall comply with the standards and directions relating to use of the Foundation Trademarks as notified by the Council from time to time; and
- (c) the Applicant shall always comply with, and shall ensure that each act of use of any of the Foundation Trademarks is compliant with, all applicable laws, regulations, approvals and/or codes of practice relating to its activities in Hong Kong and other relevant jurisdiction(s).

The Applicant further acknowledges that, even if the Council approves the application, the Council’s approval shall be valid until:

- (a) the expiry of three years from the date of approval; and
- (b) the approved quantity of souvenir/merchandise under “Quantities to be produced” of Appendix 2 of these guidelines has been sold,

whichever is earlier.

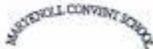
If after three years from the date of approval, there is any remaining stock of souvenir/merchandise, they may not be sold unless a fresh approval is sought from the Foundation.

6. Prior approval for the use of Foundation Trademarks

Prior approval must be obtained for the use of any Foundation Trademark. In other words, approval must be sought prior to the production of any souvenir and/or merchandise incorporating a Foundation Trademark.

(Guidelines version date: May 2018)

**APPENDIX 1
LIST OF TRADEMARKS OWNED BY THE FOUNDATION**

	Trademark	Trade Mark No.
1.	<p>A </p> <p>B </p>	300069930
2.		300069949
3.	<p>A MARYKNOLL CONVENT SCHOOL</p> <p>B Maryknoll Convent School</p> <p>C maryknoll convent school</p> <p>D </p>	300069958
4.	<p>A MCS</p> <p>B </p> <p>C </p>	300069967 and 302043927
5.		300109052
6.		302052684

APPENDIX 2
APPLICATION FORM FOR USE OF FOUNDATION TRADEMARKS BY ALUMNAE – FOR PRODUCTION OF
SOUVENIR/MERCHANDISE

Part A: Particulars of Applicant

Date of application:	
Name of Applicant:	
Contact details (telephone number and email) of Applicant:	

Part B: Application¹

Which Foundation Trademark does this application relate to (please list the item no. in Appendix 1):	
Souvenir/merchandise to be produced:	
Design of souvenir/merchandise using the Foundation Trademark (please provide a prototype if available):	
Quantities to be produced:	
Unit cost of souvenir/merchandise:	
Party to finance the cost of the souvenir/merchandise:	
If applicable, proposed selling price and use of proceeds of products (*please consider donating part of your proceeds to MCS Educational Trust):	
Sales channel/location, target customers and promotion plan:	

I, _____ (name of Applicant), hereby submit this application form, and, in consideration of the Foundation granting a licence to me to use the relevant Foundation Trademark(s), I undertake that I will:

- (a) comply with all the matters in, including without limitation as set out in paragraphs 2 and 5 of, these Guidelines; and
- (b) be responsible for all costs and/or liabilities arising from the use of such trademark(s).

Signed by:

 Applicant's name:
 Date:

¹ Please use a separate page if necessary.

Approved/Declined/Approved with conditions as stated in the Special Approval Condition(s) below by:

Name:
Trademark Committee Convenor
on behalf of Maryknoll Convent School Foundation Limited
Date:

Special Approval Condition(s) (if any):

Important note: this approval shall be valid until:

- (a) the expiry of three years from the date of approval (as stated above); and
- (b) the approved quantity of souvenir/merchandise under “Quantities to be produced” of this Application Form has been sold,

whichever is earlier.

If after three years from the date of approval, there is any remaining stock of souvenir/merchandise, they may not be sold unless a fresh approval is sought from the Foundation.

Approval Code: ALUM_____