

GUIDELINES FOR ALUMNAE/ALUMNAE ORGANIZATIONS FOR USE OF TRADEMARKS OWNED BY MCSF FOUNDATION

Maryknoll Convent School Foundation Limited (“**Foundation**”) is the legal owner of the trademarks set out in Appendix 1 of these guidelines (“**MCSF Trademarks**”), including “Maryknoll Convent School” or “MCS” (“**School Name**”). These MCSF 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.

We have prepared these guidelines to ensure the MCSF Trademarks are properly used amongst the Maryknoll community. We thank you in advance for your support in helping the Foundation protect these valuable assets of our beloved school.

1. Permitted Party of MCSF Trademarks

The Foundation permits the use of the MCSF Trademarks by any former student (“**Alumna**”) who has completed at least one academic year of studies at Maryknoll Convent School (Primary Section) or Maryknoll Convent School (Secondary Section) as set out in these guidelines.

2. Prior approval for the use of MCSF Trademarks

- 2.1 Prior approval must be obtained for the use of any MCSF Trademark. For example, approval must be sought prior to the incorporation of the relevant alumnae organization name or production of any products incorporating a MCSF Trademark.
- 2.2 If you are applying for approval to use the School Name as part of the name of an alumnae organization, you should proceed to **Section 3** and complete **Appendix 2**. If you are applying for approval to use a MCSF trademark for producing souvenir and/or merchandise, you should proceed to **Section 4** and complete **Appendix 3** and **Appendix 4**.
- 2.3 The Foundation reserves the right to modify, cancel and limit any authorization or consent to use conferred under these guidelines in relation to the MCSF Trademarks at any time. In the event that any changes are made, the revised / updated terms and conditions shall become effective upon notification to the relevant Alumna, Alumnae Organization or its authorized persons.

3. Application for the use of the School Name as part of an alumnae organization’s name

- 3.1 An Alumna may apply to the Foundation for approval to use the School Name as part of the name of an alumnae organization (“**Alumnae Organization**”) by completing Appendix 2. Once completed, the Applicant should send the Application Form to the Trademark Committee Convenor (currently, **Irene Li**; email address **lisukkay@netvigator.com**). The Council will review the application on behalf of the Foundation and will notify the applicant of the result as soon as practicable (the usual meeting interval of the Council is three to four months). In the event that the Applicant is no longer a person authorized to act on behalf of the Alumnae Organization, the Applicant shall immediately notify the Trademark Committee Convenor and provide the contact details (email and telephone number) of the new authorized person to the Trademark Committee Convenor.
- 3.2 The use of the School Name as part of the name of an alumnae organization is limited only to use for a cause that is related to and beneficial to the school.

- 3.3 Proper use of MCSF Trademarks / the School Name: The Alumnae Organization shall be a non-profit organization. It may not engage in any activities that are inconsistent with the School's educational philosophy or contravene any applicable laws and/or regulations in Hong Kong. Its name 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.
- 3.4 Any activity organized by the Alumnae Organization that involves fund-raising must be approved in advance by the Council and (where deemed appropriate by the Council) MCS Educational Trust. Where any such activities are held within the school grounds, additional approval from the Incorporated Management Committee (IMC) of the relevant section of the School will be required.
- 3.5 By submitting this application, the Applicant understands and confirms that (a) the Foundation is the legal owner of the MCSF Trademarks (including the School Name) and any goodwill derived from the use of any of the MCSF Trademarks by the Alumnae Organization shall accrue to the Foundation; and (b) the Alumnae Organization and its authorized persons shall be solely responsible for all liabilities arising out of their own activities and use of the Alumnae Organization's name.

4. Application for the use of MCSF Trademarks for production of souvenir and/or merchandise

- 4.1 An Alumna/Alumnae Organization may apply to the Foundation for approval to use a MCSF trademark for producing souvenir and/or merchandise by following the procedures in paragraph 4.4.
- 4.2 The use of MCSF Trademarks is limited only to the production of souvenirs and/or merchandise for non-commercial use and distribution at school functions or at Alumnae reunions. Where such souvenirs and/or merchandise are exchanged for money or services that have to be paid for, the net proceeds should go to the benefit of MCS Primary, MCS Secondary, Maryknoll Convent School Educational Trust, the Foundation or an entity that is approved by the Foundation Council.




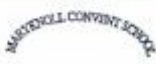




The MCSF Trademarks are protected against unauthorized use by unrelated third parties through official registrations with the Hong Kong Intellectual Property Department, which must be maintained through periodic renewals and necessary enforcement actions. In order to support the maintenance costs of the MCSF Trademarks, the Foundation urges you to consider donating part of the net proceeds to the Foundation, any amount of donation will be deeply appreciated.

- 4.3 Proper use of MCSF Trademarks: The MCSF Trademarks may not be used in a way that contravenes any applicable laws and/or regulations in Hong Kong. The souvenir and/or merchandise bearing the MCSF Trademark must meet minimum standards of quality and/or taste and should not be dangerous or carry high product liability risks. Furthermore, the MCSF 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.
- 4.4 Steps for applying for the use of Foundation Trademarks
 Step 1: Complete the Application Form in Appendix 3 and submit it to the Trademark Committee Convenor (currently, **Irene Li**; email address **lisukkay@netvigator.com**).
 Step 2: Approval is granted, declined or granted with conditions by the Foundation.
 Step 3: Production of souvenir and/or merchandise.
 Step 4: Provide to Pat Ling (MCS Secondary Office) for her records, within two months of submitting the Application Form, the Product Form set out in Appendix 4 of these guidelines.

- 4.5 By submitting this application, the Applicant Alumna / Alumnae Organization understands and confirms that (a) the Foundation is the legal owner of the MCSF Trademarks and any goodwill derived from the use of any of the MCSF Trademarks by the Alumna / Alumnae Organization shall accrue to the Foundation; and (b) the Alumna or Alumnae Organization (and its authorized persons) shall be solely responsible for all liabilities arising out of the use of the MCSF Trademarks.

(Guidelines version date: July 2021)

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

Item No	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
7.	<p>瑪利諾修院學校</p>	305245425

APPENDIX 2
APPLICATION FORM FOR USE OF SCHOOL NAME BY AN ALUMNAE ORGANIZATION –
FOR INCORPORATING INTO THE ALUMNAE ORGANIZATION’S NAME

Part A: Particulars of Applicant

Date of application:		Year of graduation:	<input type="checkbox"/> HKCEE
Name of Applicant:			<input type="checkbox"/> DSE
Contact details of Applicant:	(Telephone No.)	(Email)	

Part B: Application

Proposed name of Alumnae Organization:	
Title of Applicant in Alumnae Organization	
Nature of Alumnae Organization (e.g. choir, sports team, orchestra):	
Objective(s) of Alumnae Organization:	
Plans and proposed activities in the next 2 years:	
Members (e.g. from one particular class (say, Class of 2000) or from different classes) and estimated number of members in the first year:	
Do you intend to collect (annual or otherwise) membership fees? If so, please indicate amount:	
Do you intend to have a logo for the organization? If so, please provide image of the design.	

I hereby submit this application form for and the Alumnae Organization, and, in consideration of the Foundation granting the Alumnae Organization a licence to use the relevant MCSF Trademark, I undertake that we shall (a) comply with all the matters in these Guidelines, including without limitation as set out in paragraph 3; and (b) be responsible for all costs and/or liabilities arising from the use of such trademark(s).

Duly signed for and on behalf of the Alumnae Organization:

 Name of Applicant:

Date:

<i>For official use – to be completed by the Foundation</i>
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): _____
Approval Code: ALUM-ORG-[]

APPENDIX 3
APPLICATION FORM FOR USE OF MCSF TRADEMARKS BY AN ALUMNA/APPROVED ALUMNAE ORGANIZATION - FOR PRODUCTION OF SOUVENIR/ MERCHANDISE

Part A: Particulars of Applicant

Date of application:		Year of graduation:	<input type="checkbox"/> HKCEE
Name of Applicant:			<input type="checkbox"/> DSE
Name of approved Alumnae Organization (if applicable):			
Title of Applicant in the Alumnae Organization (if applicable):			
Contact details of Applicant:	(Telephone No.)	(Email)	

Part B: Application

Which MCSF 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 MCSF Trademark (please attach an image of the design on a separate sheet if necessary):	
Quantities to be produced:	
Unit cost of souvenir/merchandise:	
Sales channel/location:	

I hereby submit this application form (if applicable) for and on behalf of the Alumnae Organization, and, in consideration of the Foundation granting me/the Alumnae Organization a licence to use the relevant MCSF Trademark(s), I undertake that I/we shall (a) comply with all the matters in these Guidelines, including without limitation as set out in paragraph 4; and (b) be responsible for all costs and/or liabilities arising from the use of such trademark(s).

Signed by:

 Name of Applicant:

Date:

<i>For official use – to be completed by the Foundation</i>
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):

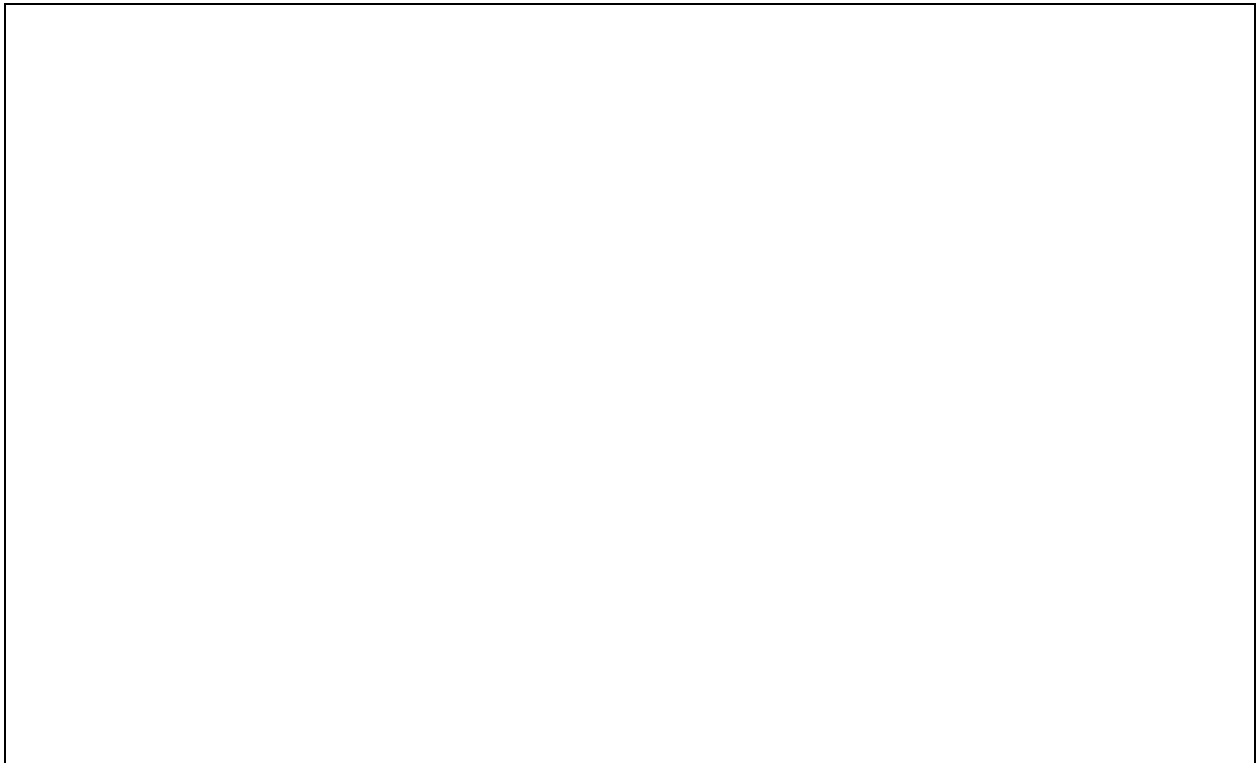
Approval Code: ALUM/ALUM-ORG-[]

**APPENDIX 4
PRODUCT FORM**

I hereby confirm that I have submitted an Application Form on _____ (date) relating to the use of MCS Trademark No. _____ for the production of _____ (description of souvenir/merchandise) (“Souvenir/Merchandise”).

I hereby confirm that the photo below is a correct representation of the Souvenir/Merchandise.

Insert photo here:



Name of Applicant:

Date: