

Alberto M. Carvalho, Superintendent of Schools

**SUBJECT: EXPLORE THE DEVELOPMENT OF A TRADEMARK  
REGISTRATION PROGRAM AND OPPORTUNITIES FOR  
LICENSING OF M-DCPS' BRANDS**

**COMMITTEE: INNOVATION, EFFICIENCY AND GOVERNMENTAL RELATIONS**

**LINK TO STRATEGIC  
FRAMEWORK: FINANCIAL EFFICIENCY/STABILITY**

Miami-Dade County Public Schools has become a valuable brand name and one to which substantial good will is attached. Recognizing that previous attempts to work with outside agencies have produced limited results, it is prudent to explore the feasibility of developing a District-managed trademark registration and licensing program.

It is in the best interest of the District to ensure the name and image of Miami-Dade County Public Schools, and each of our schools are presented and portrayed in an appropriate and authorized manner, and further, that when our logos are used as part of a for-profit enterprise our District has an opportunity to benefit from those revenues.

The market for merchandise bearing local school logos, mascots and insignia has grown exponentially in recent years. Now, it is not uncommon to find t-shirts, hats or other items bearing school logos for sale at local big box and sporting goods stores. It has become big business and one which is only enriching private, for-profit entities. Further, there have been instances where school logos have been used on apparel or in connection with products which portray M-DCPS and/or its schools in an unflattering light.

Therefore, staff will begin to explore the feasibility of developing a District-managed trademark registration and licensing program in order to protect the value of our District and school brands, as well as generate additional revenue through the collection of royalties and licensing fees which would be used to enhance opportunities for our students.

**RECOMMENDED:** That The School Board of Miami-Dade County, Florida endorse the development of a trademark registration program as well as the exploration of opportunities for licensing of M-DCPS' brands.