



Identity & Origin
Trademark

Trademark Obtaining Protection and Licensing

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Konomark
Most rights sharable

source

Trademark Licenses

- Trademarks have only one owner, so licenses from co-owners is not an issue
- Trademarks cannot be the subject of "naked licensing," or the trademark is extinguished
- A naked license is one where the trademark owner does not retain control over the quality of the products sold under the mark





MAKE YOUR OWN LICENSABLE BEAR™ PRODUCT!

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LICENSABLE BEAR™ brand

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IT WORKS QUICKER, TASTES SWEETER, AND/OR COATS YOUR DRIVEWAY BETTER THAN THE COMPETITION!

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Licensable Bear™ is a trademark of Nat Gertler

LICENSABLE BEAR™ brand

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I'm LICENSABLE BEAR™

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1. Print this image on cardstock, or print it on paper and paste it onto cardboard.
2. Trim along edges.
3. Fold.
4. Paste the white tabs behind the pink flaps.
5. Write the name of your product in the white field.
6. Send a \$50,000 licensing deposit to Licensable Bear™ c/o About Comics.



USE OF THIRD PARTY TRADEMARKED NAMES AND LOGOS

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Recently, we have received some inquiries at Little League International asking for advice on the use of trademarked names and logos, particularly those of Major League Baseball teams.

For more than six decades, Little Leagues have used the names of Major League Baseball teams. That tradition continues today, and will continue for many years to come. Major League Baseball has never restricted any Little League teams from calling themselves "Mets," "Yankees," "Cardinals," "Angels," or any of its other trademarked names.

However, we also recognize the importance to Major League Baseball of the protection of its trademarks. It is incumbent on any organization, Little League included, to protect its trademarks. To fail to do so can result in those valuable trademarks being lost.

We strongly encourage our leagues who wish to place any trademarked names on a uniform item, including those of Major League Baseball clubs, to use only those items authorized and licensed by Major League Baseball.

It is important to note that unauthorized use of any trademark, including those belonging to Major League Baseball, may result in civil liability by the manufacturer of items bearing those trademarks. So, even though a local Little League that uses shirts with unauthorized Major League Baseball trademarks will not be held liable, it is likely that the business that provided the shirts would be.



If a trademark is misused it could come undone.

If you didn't know zipper was a trademark, don't worry, it's not. But it used to be. It was lost because people misused the name. And the same could happen to ours, Xerox. Please help us ensure it doesn't. Use Xerox only as an adjective to identify our products and services, such as Xerox copiers, not a verb, "to Xerox," or a noun, "Xeroxes." Something to keep in mind that will help us keep it together.

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