

REQUEST FOR THE CREATION OF A NEW SYMBOL OR USE BY AN OUTSIDE PARTY

Instructions:

This form shall be used for all clearances and approvals required by Department Administrative Order 201-1.

Part A shall be used to approve the creation of a new symbol. Part B shall be used to approve the use of a symbol by an outside party. If additional space is needed to complete a field, please include an attachment.

Fill in only the part related to the request at issue.

PART A: CREATION OF A NEW SYMBOL

1. Submitting Departmental Office/Primary Operating Unit	2. Constituent Operating Unit	3. Program Office	
4. Point of Contact	5. Email	6. Telephone	7. Date
8. Name of Proposed Symbol		9. Type of Symbol	

10. Describe the proposed symbol (and attach a high-resolution graphic digital file).

11. Describe how the symbol will be used and where the symbol may be placed (for emblems and logos, also attach a draft document exemplifying its use).

12. Describe the Department or operating unit interest(s) that will be satisfied, supported, or fulfilled through creation of the symbol and why its creation is a mission-related necessity.

CLEARANCES AND APPROVALS

Primary Operating Unit Public Affairs Office - All Symbols	
Name:	Signature and Date:
Departmental Public Affairs Office - Seals, Emblems, Insignia, or OSEC Logos	
Name:	Signature and Date:
Deputy General Counsel for Administration - All Symbols	
Name:	Signature and Date:
OFEQ Director - Seals, Emblems, Insignias, or OSEC Logos	
Name:	Signature and Date:
CFO/ASA - Seals, Emblems, Insignias, or OSEC Logos	
Name:	Signature and Date:
Head of Originating Departmental Office or Primary Operating Unit- All Symbols	
Name:	Signature and Date:
Secretary of Commerce - Seals	
Name:	Signature and Date:

REQUEST FOR THE CREATION OF A NEW SYMBOL OR USE BY AN OUTSIDE PARTY

PART B: USE OF A SYMBOL BY AN OUTSIDE PARTY

1. Submitting Departmental Office/Primary Operating Unit	2. Constituent Operating Unit	3. Program Office	
4. Point of Contact	5. Email	6. Telephone	7. Date
8. Name of Symbol		9. Type of Symbol	
10. Name of Outside Party Requesting Use			
11. Describe the nature of the outside party (e.g., Federal, state, local agency; non-profit; for-profit; etc.) and its relationship to the Department and Operating Unit.			
12. Describe the purpose for which the outside party has requested use of the symbol.			
13. Describe how the symbol will be used, including the location of where it will be placed/printed, its proximity to symbols of the outside party and other organizations, and its size. Attach a mock-up (in PDF) showing how the symbol will be used.			
14. Describe how use of the symbol by the outside party is in the interests of and will further the mission of the Department (where the outside party is an employee proposing to use the symbol for other than an official purpose or a voluntary employee organization, this description may include an explanation of the effect on employee morale).			
15. Describe whether the outside party has been vetted and what steps have or will be taken (including limitations to be included in the license agreement to be executed) to ensure use of the symbol by the outside party does not result in embarrassment of the Department.			

Except where the outside party is a Federal agency, attach to this form a draft license agreement using the appropriate template available from the Office of the General Counsel (<https://www.commerce.gov/ogc/about-ogc/offices/general-law-division-genlaw/intellectual-property>). The agreement may not be executed until use of the symbol by the outside party has been approved by the required signatories below. Upon execution of a license agreement, it is incumbent upon the submitting Departmental Office or Primary Operating Unit to ensure compliance by the outside party with its terms, including ensuring that the outside party does not use the symbol in any way that suggests the symbol is the property of the outside party or otherwise diminishes the U.S. Government's trademark rights in the symbol.

CLEARANCES AND APPROVALS

Department symbols may be licensed for use by outside parties **only** where it furthers a Department mission, will not result in embarrassment of the Department, and will not, nor would it appear to a reasonable person to, constitute an endorsement of or favoritism towards the outside party, nor otherwise call into question the integrity of agency programs. By signing below, the undersigned have determined that the proposed use of the symbol by the outside party is compliant with Department policy.

Primary Operating Unit Public Affairs Office - All Symbols	
Name:	Signature and Date:
Departmental Public Affairs Office - Seals or OSEC Logos	
Name:	Signature and Date:
OFEQ Director - Technical Review of Seals	
Name:	Signature and Date:
Head of Departmental Office, Primary Operating Unit, or Designee - All Symbols*	
Name:	Signature and Date:

* Where the outside party is a Federal, State, or local government party, use may be approved by the operating unit's public affairs office or equivalent.