

DATE
06/05/17

CONCURRENCE RECORD
(Prescribed by ITA A.I. 8-1)

ROUTING PURPOSE
SYMBOLS (RPS)
C- CONCURRENCES
S- SIGNATURE

SUBJECT OF DOCUMENT:

Request for permission to use the ITA emblem by International Association of Plumbing and Mechanical Officials (IAPMO)

NAME AND OFFICE OF ORIGINATOR Brad Hess, MDCP Dir. ITA/I&A/OPCM HCHB 20023 Brad.Hess@trade.gov mobile: 202-790-8596	TELEPHONE NUMBER (202) 482-2969		DEADLINE DATE 06/09/17
	INITIALS <i>BH</i>	DATE 06/05/17	

SUBMITTED TO			RPS	INITIALS	DATE	SUBMITTED TO			RPS	INITIALS	DATE
NAME: Sylvia Prosak			C	<i>SP</i>	<i>6-5-17</i>	NAME:					
OFFICE: Acting Director ITA/I&A/OPCM						OFFICE:					
NAME: Anne Driscoll			C			NAME:					
OFFICE: Principal DAS ITA/I&A						OFFICE:					
NAME:						NAME:					
OFFICE:						OFFICE:					
NAME:						NAME:					
OFFICE:						OFFICE:					

ADDITIONAL INFORMATION OR SPECIAL INSTRUCTIONS: (Continue on reverse if necessary)

Details of IAPMO's proposed use of the ITA emblem are attached in the form "Request for Approval and Use of Commerce Seal, Emblem, Insignia, and Logos". Only Section E (pages 5-6) of this form is required.

Page 6 of this form also contains the record of concurrence by the Department's Assistant General Counsel for Administration and approval by ITA's Office of the Chief Financial Officer and Administration.

After concurrence on this ITA-233 record is complete, **FORWARD TO HCHB 3836:**

Towanda Carey, ITA Management and Program Analyst, ITA Office of the Chief Financial & Administrative Officer (OCFAO)
202-482-5856, towanda.carey@trade.gov, HCHB 3836

Towanda will coordinate concurrence & approval w/Asst. Gen. Counsel for Admin., HCHB 5898C, 202-482-5384 & OCFAO

REQUEST FOR APPROVAL AND USE OF COMMERCE SEAL, EMBLEM, INSIGNIA, AND LOGOS

Part A: Identifying Information

1. Submitting Office/Operating Unit/Bureau: Office of Planning, Coordination & Management/I&A/ITA		2. Name of individual submitting the form: Brad Hess			
3. E-mail Address: Brad.Hess@trade.gov		4. Telephone number: 202-482-2969	5. Room number: 20023	6. Date:	
7. What is the basis of this request? <input type="checkbox"/> 7a. Newly authorized seal and/or new emblem. See DAO 201.1; complete Part B, Section 1. <input type="checkbox"/> 7b. New Insignia/Logo. See DAO 201.1; complete Part C, Section 1. <input type="checkbox"/> 7c. Use of the Department Seal by an outside organization and/or a department operating unit. See DAO 201.17; complete Part D, Section 1.		<input checked="" type="checkbox"/> 7d. Use of the Operating Unit Seals, emblems, insignias, and logos by and outside organization. See DAO 201-1; complete Part E, Section 1. <input type="checkbox"/> 7e. Special use of a private business or other organization seal, emblem, insignia, or logo on Department printed materials. See DOC Publishing and Printing Management Manual, Section 8.201; complete Part F, Section 1.			

Part B, Section 1: Application for a newly authorized Seal and/or new Emblem, to be completed by submitting Operating Unit or Bureau.

1. Authorizing statute attached? (New seal only.) <input type="checkbox"/> Yes <input type="checkbox"/> No	2. High resolution graphic digital file attached? <input type="checkbox"/> Yes <input type="checkbox"/> No
3. Description:	
4. Justification:	

Part B; Section 2: Department clearances and approvals to be completed by approving officials.

1. Cleared: Office of the Assistant General Counsel for Administration
_____ Signature/Date

Office of the Assistant General Counsel for Administration

Submitting Office/Operating Unit/Bureau:

Name of individual submitting the form:

Part C, Section 1: Application for a new Insignia and/or Logo, to be completed by submitting Operating Unit or Bureau.

1. High resolution graphic digital file attached?

Yes No

2. List the specific publications, publication series, or major program activity that the insignia and/or logo will identify:

3. Description:

4. Justification:

Part C, Section 2: Department clearances and approvals to be completed by approving officials.

1. Approved: Operation Unit Head or Secretarial Officer

2. Cleared: Office of the Assistant General Counsel for Administration

Signature/Date

Signature/Date

Office of the Assistant General Counsel for Administration

Submitting Office/Operating Unit/Bureau:

Name of individual submitting the form:

Part D, Section 1: Application for use of the Department Seal by an outside organization, to be completed by submitting Operating Unit or Bureau.

1. High resolution graphic digital file attached?

Yes No

2. Name of contact/advocate of outside use:

3. Title of contact/advocate of outside use:

4. Agency of contact/advocate of outside use:

Proposed Use by Outside Organization

5. Name of outside organization proposing use:

6. Nature of outside organization and relationship to the Department (provide 1-2 paragraphs with specifics and if a MOU exists between the parties, please attach as a PDF):

7. Describe the reason for the proposed use (provide 1-2 paragraphs with specifics):

8. Specific description of how the Department Seal will be used (include the size of the Department Seal, as well as the location and proximity to the seal, logo, or branding mark of the outside organization or other organizations, agencies, or businesses). If available please attach a mock-up PDF showing how the Department Seal will be used:

Submitting Office/Operating Unit/Bureau:

Name of individual submitting the form:

Operating Unit and/or Bureau Determinations

9. In satisfaction of Operating Unit and/or Bureau mission:
Complete the following statement: *The proposed outside use of the Department Seal furthers the Department's mission because*

10. No embarrassment to the Department:
Complete the following statement: *The proposed outside use of the Department Seal is not likely to cause embarrassment to the Department because*

11. No endorsement or favoritism issues:
Complete the following statement: *There do not appear to be any appearance of endorsement or favoritism issues with respect to this proposed use, nor any other appearance of impropriety, because*

12. No conflict with trademark rights:

We have determined that there are no trademark related issues, such as trademark infringement or dilution, relevant to this outside use of the Department Seal, because the Department Seal is not being used in a way that would suggest that it was the property of the outside organization or in any other way that would cause embarrassment to the Department or cast it in a bad light. To ensure that ownership is not an issue, we will request that the outside entity use the following notice in conjunction with its use of the Department Seal:

"The official U.S. Department of Commerce Seal is a trademark of the U.S. Department of Commerce, used with permission."

Permission is sought under DAO 201-17 to enable the proposed use of the Department Seal as detailed in Part D, Section 1 above. Permission is not extended beyond this individual use unless otherwise stated.

Part D, Section 2: Application for use of the Department Seal by an outside organization to be completed by approving officials.

1. Concurrence: Assistant General Counsel for Administration

Signature/Date

2. Approved: Deputy Director, Office of Administrative Services

Signature/Date

Office of the Assistant General Counsel for Administration

Submitting Office/Operating Unit/Bureau:
Office of Planning, Coordination & Management/I&A/ITAName of individual submitting the form:
Brad Hess**Part E, Section 1: Application for use of Operating Unit and/or Bureau Symbol (i.e., Seal, Emblem, Insignia, and Logo) by an outside organization, to be completed by submitting Operating Unit or Bureau.**

1. High resolution graphic digital file attached?

 Yes No

2. Name of contact/advocate of outside use:

Brad Hess

3. Title of contact/advocate of outside use:

Director, Market Development Cooperator Program

4. Agency of contact/advocate of outside use:

ITA/Industry & Analysis

Proposed Use by Outside Organization

5. Name of outside organization proposing use:

International Association of Plumbing and Mechanical Officials (IAPMO Group or IAPMO)

6. Nature of outside organization and relationship to the Operating Unit/Bureau (provide 1-2 paragraphs with specifics and if a MOU exists between the parties, please attach as a PDF):

From 2013 to 2016, IAPMO was party to a Market Development Cooperator Program (MDCP) cooperative agreement. During this period IAPMO received financial and technical assistance from ITA in pursuit of MDCP project objectives that were reviewed and approved by ITA in the context of a competition with several other outside organization also proposing international market development projects.

ITA requires that all of its approved MDCP partners use the ITA emblem to acknowledge the MDCP partnership. The MDCP proposal evaluation process requires each applicant to provide a mock-up example of proposed use of the ITA emblem. During the course of the multi-year project, approval from ITA's MDCP director is required for each specific use of the emblem. This MDCP-specific process for approval of the use of the ITA emblem was put in place at the direction of the Office of General Counsel approximately ten years ago. During this time there have been no instances where use of the ITA emblem by an MDCP partner has been an issue.

IAPMO's ITA-approved project focused on the establishment in Indonesia of nationwide plumbing standards and a testing laboratory to ensure standards conformity assessment. IAPMO successfully completed this MDCP project. The MDCP cooperative agreement expired in 2016 and with it, the delegated authority of ITA's MDCP director to permit use of the ITA emblem.

7. Describe the reason for the proposed use (provide 1-2 paragraphs with specifics):

IAPMO will be hosting a demonstration project in Indonesia in 2017. The purpose of the project will be to highlight the impact the new plumbing standard can have on community level construction projects as well as highlight the importance of training to the new standards. The project, known as the Community Plumbing Challenge 2017 (CPC 2017), will be hosted in Cicau Village, Bekasi, Indonesia. Since this is a continuation of IAPMO's efforts over the last few years, IAPMO seeks permission to use the ITA emblem on the materials created for the event. The emblem will be used in a manner similar to how it was used it for IAPMO's MDCP project events during the period of the MDCP cooperative agreement with ITA 2013-2016.

For the CPC 2017, IAPMO will bring together young, skilled experts, to develop creative solutions for designing and upgrading existing toilet facilities in a Cicau school in collaboration with local community leadership. The project will be delivered in two parts: a 'Design Week' in August 2017 and a 'Construction Week' in November 2017. Plumbing, engineering and other general construction skill sets and products will be highlighted, with an emphasis on showcasing real life practices on standardized plumbing systems and education, and the need for local professional to further develop their skills.

8. Specific description of how the Operating Unit/Bureau symbol will be used (include the size of the Symbol, as well as the location and proximity to the seal, logo, or branding mark of the outside organization or other organizations, agencies, or businesses). If available please attach a mock-up PDF showing how the symbol will be used:

The proposed location of the emblem, the size and proximity of the emblem to the logo or banner of other organizations, agencies, businesses or corporations will be as proposed in the attached mockup of proposed use. Also attached are examples of how IAPMO used the ITA emblem during the period of its MDCP cooperative agreement with ITA.

Office of the Assistant General Counsel for Administration

Submitting office/operating unit/bureau:
ITA/Industry & Analysis/Office of Planning, Coordination & Management

Name of individual submitting the form:
Brad Hess

Operating Unit and/or Bureau Determinations

9. In satisfaction of Operating Unit and/or Bureau mission:

Complete the following statement: *The proposed outside use of the Operating Unit and/or Bureau symbol furthers the Departments mission because*

We have determined that the proposed outside use of the ITA emblem furthers the agency's mission because it furthers project goals of the MDCP project, which ITA had already considered and approved in a highly competitive and transparent MDCP competition. The proposed use outlined in this request is in support of IAPMO's activities that are consistent with one of ITA's priorities, to participate in the formulation and encourage the adoption of standards that are industry-developed, market-driven, science-based, and internationally recognized.

10. No embarrassment to the Department:

Complete the following statement: *The proposed outside use of the Operating Unit and/or Bureau symbol is not likely to cause embarrassment to the Department because*

We have determined that the proposed outside use of the ITA emblem is not likely to cause embarrassment to the Department because, through its multi-year MDCP project, IAPMO has already demonstrated its ability to put on events and produce supporting materials which are consistent with ITA's mission and executed with professionalism.

11. No endorsement or favoritism issues:

Complete the following statement: *There do not appear to be any appearance of endorsement or favoritism issues with respect to this proposed use, nor any other appearance of impropriety, because*

Further, there does not appear to be any appearance of endorsement or favoritism issues with respect to this proposed use, nor does there appear to be any other appearance of impropriety, because IAPMO is a membership trade and technical organization that represents industry professionals. Moreover, the use proposed in this request fulfills broad economic development and trade facilitation aims that are identical to and/or compatible with ITA's mission.

12. No conflict with trademark rights: (To determine if the symbol is a registered trademark and whether to use the ® or ™ symbol, consult with the General Law Law Division, (202) 482-5391. For example, the notice might read as follows: "The NOAA® emblem is a registered trademark of the National Oceanic and Atmospheric Administration, used with permission.")

We have determined that there are no trademark related issues, such as trademark infringement or dilution, relevant to this outside use of the symbol, because the symbol is not being used in a way that would suggest that it was the property of the outside organization or in any other way that would cause harm to the agency's trademark rights in the symbol. To this end, we have reviewed and approve the requestor's proposed use and will request that the outside organization use the following notice, where appropriate, in conjunction with their use of the symbol:

The ITA emblem ® or ™ is a registered trademark of International Trade Administration, used with permission.
(name of agency's symbol) (registered*) (name of agency)

Permission is sought under DAO 201-1 to enable the proposed use of the International Trade Administration symbol as detailed above.
(name of agency)

Permission is not extended beyond this individual use unless otherwise stated.

*State registered if the symbol is a registered trademark of the Department. To determine if the symbol is a registered trademark, contact OGC/Admin at (202) 482-5391.

Part E, Section 2: Application for the use of Operating Unit and/or Bureau Symbol (i.e., Seal, Emblem, Insignia, and Logo) by an outside organization, to be completed by approving officials.

1. Concurrence: Assistant General Counsel for Administration

2. Approved: Head of the Operating Unit/Bureau originating the Symbol

Signature/Date

Signature/Date

Office of the Assistant General Counsel for Administration

Submitting Office/Operating Unit/Bureau:

Name of individual submitting the form:

Part F, Section 1: Application for the special use of a private business or other organization Symbol (i.e., Seal, Emblem, Insignia, or Logo) on Department printed materials, to be completed by submitting Operating Unit or Bureau.

1. High resolution graphic digital file attached?

Yes No

2. Name of contact/advocate of outside use:

3. Title of contact/advocate of outside use:

4. Agency of contact/advocate of outside use:

Proposed Use by Outside Organization

5. Name of outside organization proposing use:

6. Nature of outside organization and relationship to the Operating Unit/Bureau (If a MOU exists between the parties, please attach as a PDF):

7. Describe the reason for the proposed use:

8. Specific description of how the outside organization's symbol will be used (include the location of the symbol, size, and proximity of the symbol to the Seal, Emblem, Insignia, or Logo of the Department). If available please attach a mock-up PDF showing how the outside organization symbol will be used:

Office of the Assistant General Counsel for Administration

Submitting Office/Operating Unit/Bureau:

Name of individual submitting the form:

Operating Unit and/or Bureau Determinations

9. In satisfaction of Operating Unit and/or Bureau mission:

Complete the following statement: *The proposed outside use of the outside organization symbol furthers the Department's mission because*

10. No embarrassment to the Department:

Complete the following statement: *The proposed outside use of the outside organization symbol is not likely to cause embarrassment to the Department because*

11. No endorsement or favoritism issues:

Complete the following statement: *There do not appear to be any appearance of endorsement or favoritism issues with respect to this proposed use, nor any other appearance of impropriety, because*

12. Complete the following statement: *The use of outside organization's symbol is authorized because*

Part F, Section 2: Application for special use of outside organization symbol (i.e., Seal, Emblem, Insignia, and Logo) by an Operating Unit and/or Bureau, to be completed by approving officials.

1. Approved: Associate Director, Office of Commerce Services

Signature/Date



COMMUNITY PLUMBING CHALLENGE

W.A.S.S.U.P.



I ♥ DIEPSLOOT



IWSH



AUTODESK



Proposed banner for July 2017 event. Actual banner will be several times this size. Similar use to be incorporated in 2017 version of "Briefing Notes". See 2016 version attached.



BRIEFING NOTES

COMMUNITY PLUMBING CHALLENGE 2016

Organizing Team:

- Organized by IAPMO (International Association of Plumbing and Mechanical Officials) via IWSH (the International Water, Sanitation and Hygiene Foundation) in association with the World Plumbing Council.
- Hosted in Diepsloot, Gauteng by WASSUP (Water, Amenities, Sanitation Services Upgrade Programme) and DACN (Diepsloot Arts & Culture Network), in collaboration with Healthabitat Sanitation Studio.
- Facilitated in South Africa by Sticky Situations.
- Further event partners were Autodesk Education Experiences and the Wot-If Trust.

Programme Schedule (March–Sept, 2016):

- 14–22 March, Diepsloot: Preparatory visit to identify and prepare toilet upgrade sites.
- End of April: Release of Design Brief to international Teams.
- 23–27 May, Diepsloot: Autodesk 'Digital Fusion Design Hub' workshop.
- 9–15 July, Diepsloot: Community Plumbing Challenge 2016 event.
- 15–16 Sept, Cape Town: Showcase at triennial World Plumbing Conference.

Project Schedule (9-15 July, 2016):

- Sat 9 July: Familiarisation visit, Introductions, Welcome Reception, Welcome Meal.
- Sun 10 July: Welcome service, works commence on freestyle unit / unit 1.
- Mon 11 July: Presentations, design workshop to identify best solution / collaborative design.
- Tue 12 July: Works commence on collaborative unit, joined by Plumbing Academy Soweto.
- Wed 13 July: Cultural excursion (Apartheid Museum and Vilakazi Street), Joburg Water forum.
- Thur 14 July: Installations in Diepsloot Extension 1 (two teams), Works on cart / mobile toolkit.
- Fri 15 July: Installations in Diepsloot Extension 1 (two teams), Farewell ceremony.

Participating Teams:

- Australia
- India
- South Africa
- USA

Each Team comprised four Team Members and Two Team Leaders/Coaches.

Age guideline for Team Members was for each person to be under the age of 28 years old.

Skills requested for and represented in each Team:

- Plumbing (2 young professionals).
- Metalwork/Welding (1 young professional).
- Architectural/Engineering (1 young professional).

PRESENTED BY:

W.A.S.S.U.P.



I ♥ DIEPSLOOT



IN ASSOCIATION WITH:



#COMMPLUMBING

/CommunityPlumbingChallenge @CommPlumbing

From: Christopher Lindsey (mailto:Christopher.Lindsey@icamo.org)
Sent: Friday, June 02, 2017 10:25 AM
To: Brad Hess
Cc: Dain Harzen; Selim Shabrawata; Renee Rescher
Subject: Re: Draft emblem use request and need for attached proposed use and examples of prior use. FW: Permission to use ITA logo at upcoming Indonesia event

Brad,

Thank you for your help with the request below. Attached are two files that we are seeking ITA's permission to use their logo on. The first is a banner that will be displayed at the event. The second is an event briefing document (the 2016 version is attached, the 2017 content will be very similar with minor edits to reflect this year's event). We have also included a couple of photos demonstrating how the ITA logo was used during our other MDCP events. The LAPMO content in the memorandum you put together looks great. No edits from our side. Thank you for all of your help! Let us know if you have any questions or if there is anything else you need.



Examples of LAPMO's use of ITA emblem when LAPMO had an MDCP cooperative agreement with ITA, now expired



