

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

**Part A: Identifying Information**

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

**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? <i>(New seal only.)</i> <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:

## Office of the Assistant 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 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

2. Approved: Deputy Director, Office of Administrative Services

\_\_\_\_\_  
Signature/Date\_\_\_\_\_  
Signature/Date

## Office of the Assistant General Counsel for Administration

Submitting Office/Operating Unit/Bureau:

Name of individual submitting the form:

**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:

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 (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 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:

## 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 Operating Unit and/or Bureau symbol furthers the Departments mission because*

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*

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: (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 \_\_\_\_\_ ® or ™ is a \_\_\_\_\_ trademark of \_\_\_\_\_, 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 \_\_\_\_\_ 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:
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**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:
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**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

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Signature/Date

