

3-01/040.62 - Use of Sheriff's Intellectual Property/Star/Logos

The Department's intellectual property is among the County of Los Angeles' most valuable assets. The Department has spent considerable time and resources in developing and protecting its valuable trademarks, copyrights, and other intellectual property. The goodwill associated with its intellectual property is of vital importance to the Department. To protect their intellectual property, the Department and the county are committed to carefully considering requests for its use and policing possible infringements in the marketplace.

Definition of Intellectual Property

The term "intellectual property" means all logos, marks, stars, seals, emblems, badges, insignias, symbols, and slogans which were created by, or at the request of, the Department, or were transferred or assigned to the Department, and which are identified with the Department or any of its divisions, units, stations, programs, or groups. Examples of the Department's intellectual property are as follows: Department's name, flag, yearbook, uniform patches, slogans (i.e., "A Tradition of Service"), Sheriff's Star, 150th Anniversary Commemorative Badge, memorial patches, SEB shoulder patch, computer programs, marks, emblems, and logos. This policy applies to all of the Department's intellectual property, whether or not registered with a governmental agency.

Definition of Sheriff's Star

The term "Sheriff's Star" includes all photographs or graphic depictions of the six-point star used by the Department, whether represented in color or black and white, and all substantially similar stars which could reasonably be considered the Sheriff's Star. This includes the graphic depiction of the regular uniform badge/flat badge, and the 150th Anniversary Commemorative Badge. The Sheriff's Star is the official mark, logo, and insignia of the Department.

Prohibited Use

Use of intellectual property by Department members or non-members is prohibited unless authorized by this policy or statute. Other than for the official business-related purposes of the Department, use of the intellectual property on any written, printed material, posters, advertisements, merchandise, films, movie or television programs, photographs, clothing, internet web sites, video presentations, or any other display or communication medium, is strictly prohibited, unless authorized pursuant to this policy. The intellectual property may not be used in any unofficial capacity and/or where its display may erroneously portray an official sponsorship by, or association with, the Department or reasonably confuse the public as to the relationship with the Department and the user of the intellectual property.

Procedure to Request Authorization to Use Intellectual Property

All requests from outside entities, vendors, individuals, agencies, or organizations to use the Department's intellectual property in any form or by Department members to use the Department's intellectual property for any non-official Department use must be made in writing to Sheriff's Headquarters Bureau. The approval process involves two steps:

- Submitting a completed application (Outlook-All Forms/Miscellaneous/"Application to Use Sheriff's

Intellectual Property”) to Sheriff’s Headquarters Bureau (SHB); and

- If the application is recommended for consideration, SHB will forward it to the Legal Advisory Unit for review and preparation of a license agreement, if appropriate. The Board of Supervisors must approve all license agreements for outside use of intellectual property.

Policy Application

This policy also applies to all requests by organizations, clubs, foundations, and programs which are affiliated or associated with the Department and wish to use the Department’s intellectual property.

Department members requesting to use the Department’s intellectual property for on-duty, inter-Departmental, county business, such as Department-related or sponsored events, training, speaking engagements, presentations, or any event that includes the distribution of publications, handouts, etc., depicting a Department image, even that which involves an outside entity and is **not for tangible gain or commercial purposes**, need only to obtain the approval of their respective unit commander and abide by all Department policies.

Use of the Department’s intellectual property by Department members or units for official business-related purposes must comply with this policy and the Department’s Organizational Identity Manual located on the Department’s Intranet website. Approved artwork graphics shall be obtained through the Department’s Intranet website via the graphics repository. **All** variations from the official artwork or new conceptual designs must be approved through the Department’s approval process.

Use of the Department’s intellectual property in any manner that will or could result in any immediate or future, foreseen or unforeseen tangible gain (i.e., charity events, fund-raisers, product development or endorsement, partnerships, sponsorships, tactical endorsements, publication by-lines or credits, donations, etc.), even that which is not immediately identifiable (i.e., increased subscriptions to a publication because it contains LASD intellectual property or endorsements), will require the Department member or outside entity to submit an “Application to Use Sheriff’s Intellectual Property” and go through the Department’s approval process.

Unauthorized use of the Department’s intellectual property by Department members is subject to discipline and legal action. Department members are encouraged to report any unauthorized use of Sheriff’s intellectual property to the Department’s Legal Advisory Unit.

Unit Commander’s Responsibility

All requests by Department members to use the Department’s intellectual property must have the member’s unit commander’s approval on the concept alone. The unit commander shall review the proposed usage and make a decision as to whether it conforms to the Department’s mission, philosophy and ideals, and whether the usage would promote the image and reputation of the Department. The unit commander should also consider when reviewing the proposed usage whether any other Department Unit (i.e., Uniform Committee, etc.) should become involved prior to approving the concept. After approving the concept, the unit commander should follow the concept through the “Request to Use Sheriff’s Intellectual Property” flowchart to assist the Department member in determining whether the concept requires an “Application to Use Sheriff’s Intellectual Property” to be submitted to Sheriff’s Headquarters Bureau. If an application is required, the unit commander should ensure sufficient supporting documentation and artwork is included with the application prior to signing it. The application should include enough detail to stand on its own merit without follow-up

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correspondence prior to it being submitted to Sheriff's Headquarters Bureau.
