

TRADE-MARKS

Preamble The Royal Ontario Museum (ROM) recognizes the value of its trade-marks and official marks including ROYAL ONTARIO MUSEUM, ROM, the ROM logo and other names, logos, designs, and symbols (hereafter referred to as marks) associated with the ROM and ongoing activities, products and endeavours related to its collections, research, exhibitions, and programs. These identifying marks are unique and valuable assets.

Policy The ROM will strive to preserve and enhance the value of its marks. The ROM's objectives in regulating and *licensing* use are to

- Establish consistent and professional use.
- Ensure that the reputation and image of the ROM is both protected and enhanced.
- Limit the ROM's liability from association with questionable products, services, and organizations.
- Generate revenue for the ROM.

The Chief Operating Officer exclusively will

- Establish a process to develop, modify, and select marks for the ROM, and when deemed appropriate, its departments and other internal groups or committees.
- Manage the protection and registration of relevant ROM marks with key global trade-mark offices.
- Regulate the use of ROM marks for all purposes by its departments, internal groups or committees, and *associated organizations*.
- Manage the licensing of trademarks to external parties.
- Manage the licensing of trademarks for use by the ROM.
- Monitor use of trademarks of the ROM and of external parties.
- Manage registration and use of domain names.

Permissible Use The ROM's name and/or other marks may be used to imply, either directly or indirectly, the ROM's endorsement of, association with, or opposition to an organization, product, or service only with the written permission of the ROM.

ROM employees and volunteers may use the ROM's name in describing their relationship with, or employment by the ROM.

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Restrictions on Use The ROM will not use or license its marks in association with products, services, and organizations that may decrease the value of its marks or negatively affect the ROM brand, reputation, or goodwill.

ROM employees and volunteers may not use any ROM marks for personal gain, including but not limited to, private/outside professional activities, outside consulting or commercial activities, and personal web sites.

Explanation of Terms

associated organization: a group, organization, foundation or association whose primary purposes and activities are to provide assistance to the ROM in furthering its mandate, mission and objectives, and which may be authorized to use the ROM's name, facilities and other resources.

licence: a contract in which a trademark owner grants permission to use its trademark.

official mark – In Canada special statutory protection for marks may be obtained by a public authority (such as the ROM). A published notice conferring this protection does not need to be renewed.

trade-marks: words, symbols, or designs, or a combination thereof, used to distinguish the wares or services of a person or organization from those of others in the marketplace.

registration: Registration is not mandatory in Canada but provides certain advantages. A trade-mark registered in Canada gives its owner exclusive rights to its use in association with the goods and services listed in the registration, for 15 years from the date of registration. A Canadian trade-mark registration may be renewed every 15 years without limitation. In many other countries trade-mark protection is entirely or largely dependent upon registration.

Date April 18, 2002

Amended June 17, 2010

MONITORING***Adherence to Policy***

Board: The Governance Committee will periodically review management's adherence to the policy.

Management: The Director & CEO and the Deputy Director, Operations will ensure that the Governance Committee has all the relevant information for determining adherence.

Policy Review

<i>Methods</i>	Internal Report
<i>Responsibility</i>	Governance Committee
<i>Minimum Frequency</i>	Every three years

The Royal Ontario Museum

Trademark Report by Country
Status: ACTIVE

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REFERENCE	MARK	FILED	APPL#	REGDT	REG#	STATUS	CLASSES
CANADA							
56061/00269	C5		916,972			ADVERTISED	
56061/00272	C5; CRYSTALFIVE BISTRO BAR & Design		916,971			ADVERTISED	
56061/00265	CRYSTALFIVE		916,966			ADVERTISED	
56061/00294	ENGAGE THE WORLD		919,886			ADVERTISED	
56061/00208	HIDDEN TREASURES	09/29/1999	1,030,559	09/27/2001	551,716	REGISTERED	
56061/00213	PRIMEVAL PREDATORS	11/29/1999	1,037,755	03/25/2002	559,666	REGISTERED	
56061/00116	ROM	04/14/1975	384,805	04/30/1976	213,507	REGISTERED	
56061/00229	ROM AND MAGNIFYING GLASS Design	02/03/2000	1,045,158	02/06/2003	575,229	REGISTERED	
56061/00290	ROM REPRODUCTIONS	11/10/2008	919,448			ADVERTISED	
56061/00268	ROM WORLD DINER & Design		916,968			ADVERTISED	
56061/00270	ROM; MUSÉE ROYAL DE L'ONTARIO & Design		916,970			ADVERTISED	
56061/00271	ROM; ROYAL ONTARIO MUSEUM & DESIGN		916,969			ADVERTISED	
56061/00267	ROTUNDA CAFE		916,967			ADVERTISED	
56061/00266	ROTUNDA CAFE & Design		916,700			ADVERTISED	
56061/00124	S.9 ROM			02/19/1992	39-1947-2	REGISTERED	
56061/00123	S.9 ROM & DESIGN			02/19/1992	39-1947-1	REGISTERED	
56061/00125	S.9 ROYAL ONTARIO MUSEUM			02/19/1992	39-1947-3	REGISTERED	
56061/00098	TOUR OF TORONTO		904,186	05/09/1990	Vol. 37 No.1854	ADVERTISED	
CHINA							
56061/00214	PRIMEVAL PREDATORS (CLASS 9)	03/24/2000	2000034846	06/21/2001	1590327	REGISTERED	
56061/00234	PRIMEVAL PREDATORS (CLASS 28)	03/24/2000	2000034847	04/13/2001	1553129	REGISTERED	
UNITED STATES							
56061/00296	ENGAGE THE WORLD					PROPOSED	
56061/00215	PRIMEVAL PREDATORS		76/046,498	08/05/2003	2,745,676	REGISTERED	
56061/00173	ROM (2)	05/29/1996	75/111,443	08/25/1998	2,184,580	REGISTERED	
56061/00139	ROM (CLASS 24)	09/13/1993	434,660	08/23/1994	1,850,732	REGISTERED	

END OF REPORT

TOTAL ITEMS SELECTED = 26