**REQUEST FOR IOWA BYWAYS™   
LICENSED/PRODUCT BRAND USE**

*Before requesting brand use, please review the Iowa Byways™ Brand Use Policy found at* [*https://iowadot.gov/iowasbyways/Iowa-Byways-Brand*](https://iowadot.gov/iowasbyways/Iowa-Byways-Brand)

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| --- | --- | --- |
|  |  | |
| **Applicant Organization** |  | |
| **Contact Person** |  | |
| Name |  | |
| Title |  | |
| Phone |  | |
| Email |  | |
|  |  | |
| **Submitted to:** | |  |
| **□**  Iowa Department of Transportation or | |  |
| **□** Local Licensed Byway **Organization** **Name** | |  |
|  |  | |
| **Contact Person** |  | |
| Name |  | |
| Title |  | |
| Phone |  | |
| Email |  | |
|  |  | |

**Trademark(s) included in this not-for-profit use request:** (Edit this list and remove items not requested)

|  |  |  |
| --- | --- | --- |
| **Trademark Description** | **Registration Number**  **Class 101:**  **Advertising & Business** | **Registration Number**  **Class 105:**  **Transportation & Storage** |
| Iowa Byways System Wide Identity Graphic | 5480TM-702187 | 5480TM-702204 |
| Loess Hills National Scenic Byway | 5480TM-702190 | 5480TM-702208 |
| Delaware Crossing Scenic Byway | 5480TM-702181 | 5480TM-702201 |
| Driftless Area Scenic Byway | 5480TM-702185 | 5480TM-702203 |
| Glacial Trail Scenic Byway | 5480TM-702180 | 5480TM-702200 |
| Grant Wood Scenic Byway | 5480TM-702198 | 5480TM-702218 |
| Historic Hills Scenic Byway | 5480TM-702197 | 5480TM-702216 |
| Iowa Valley Scenic Byway | 5480TM-702192 | 5480TM-702213 |
| Lincoln Highway Heritage Byway | 5480TM-702191 | 5480TM-702210 |
| River Bluffs Scenic Byway | 5480TM-702189 | 5480TM-702207 |
| Western Skies Scenic Byway | 5480TM-702188 | 5480TM-702205 |
| Covered Bridges Scenic Byway | 5480TM-682622 | 5480TM-682620 |
| Jefferson Highway Heritage Byway | 5480TM-682626 | 5480TM-682629 |
| White Pole Road Scenic Byway | 5480TM-682637 | 5480TM-682631 |
| Iowa Great River Road National Scenic Byway | DOT use authorized by Iowa MRPC |  |
| Iowa Mississippi River Parkway Commission | DOT use authorized by Iowa MRPC |  |

**Description of use(s) requested**

**Product Description(s)**

**Promotion Plan**- Described where and by whom items will be sold/distributed.

**Profits Management:**

Describe how the funds earned will be used for Iowa Byway(s) (The Byway board, a specific project or a category like “printed promotional maps and travel guides”)

**A product sample or facsimile**

The licensee shall provide the Department with product specifications and a specimen/prototype prior to production or other use. The Department shall review the specifications and specimens and provide the licensee written notification regarding conformance with the Department's standards for quality and acceptable use.

**Reproduction quality art file(s) will be provided by the license agreement holder for sample production.**

*****Sample* APPROVED IOWA BYWAYS™ LICENSED PRODUCT USE**

XXXX (hereinafter referred to as licensee), and the Iowa Department of Transportation (hereinafter referred to as the Department) have existing Iowa Byways brand license agreements executed XXXX for this/these byway(s):

All provisions included in the agreements apply to this approved use and are consistent with the Department Policy and Procedures Manual No. 000.08 and trademark registration filed with the Iowa Secretary of State. This document serves to grant a non-exclusive right to the licensee to use the licensed mark in the United States on and in connection with specific products or services acceptable to the Department.

The following specified use is approved, including all provisions stated in the original agreement(s).

(Insert or attach details here:)

**Trademarks included in this release:**

|  |  |  |
| --- | --- | --- |
| **Trademark Description** | **Registration Number**  **Class 101:**  **Advertising & Business** | **Registration Number**  **Class 105:**  **Transportation & Storage** |
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**Description of use permitted by this document**

**A product sample or facsimile has been submitted and is approved with this document.**

(Documentation included here, along with any other provisions for a final sample for the record when produced, etc.))

**Royalty Fees, Payments and Reporting**

**Term of release, termination and renewal option.**

**Notices and other communications.**

Written notices and communications shall be delivered by hard copy or by e-mail to designated individuals representing each of the signatory parties.

Whereas the Iowa Department of Transportation has adopted, registered and is using the “Iowa Byways” name and collection of logos as trademarks; and

IN WITNESS WHEREOF, each of the parties hereto has executed this document as of the date shown opposite its signature below.

|  |
| --- |
| **Byway(s) Licensee Name** (third party if any) |

By:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Witness to Signature)

|  |
| --- |
| **Byway(s) Organization/ Licensee** |

By:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Witness to Signature)

**IOWA DEPARTMENT OF TRANSPORTATION**

By:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Strategic Communications

800 Lincoln Way, Ames, Iowa 50010

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Witness to Signature)