

## SAMPLE

(Date)

MEMORANDUM FOR:     Assistant General Counsel for Administration  
  
                                  Chief Counsel for Technology

THROUGH:             Director, Office of Organization and Management  
                                  Support

FROM:                 (Name of agency official favoring proposed use)

SUBJECT:             Request for Permission to Use ITA Emblem

The Office of Service Industries of ITA is co-sponsoring an international education conference with the Center for Quality Assurance in International Education (“The Center”). The conference will take place May 10-11 of this year in Washington, D.C. The Center is requesting permission to use the ITA emblem on the conference announcement and related materials.

With respect to this proposed use, please be advised of the following:

- (1) The ITA emblem will be used on the front page of the conference announcement and program for the conference. It is likely that the seal would appear at the top of the page and would be approximately three inches from the seal of The Center. Finally, it appears that the size of the ITA emblem would be approximately 2 x 2 inches. (See sample attached);
  
- (2) Use of the emblem satisfies the interest of the Department of Commerce, and specifically, the Office of Service Industries (OSI). The Center and the Department have a mutual interest in educating U.S. providers of higher education, training and professional services about the importance of multilateral, bilateral and regional trade agreements and arrangements as well as in helping these providers expand into overseas markets. The conference will prove an excellent way to extend the reach and exposure of the Department with the US international education and training community;
  
- (3) OSI has a relationship with The Center’s Executive Director, Dr. Marjorie Peace Lenn. Dr. Lenn is a member of ISAC 13 and has been an active participant in OSI’s education roundtables;
  
- (4) Use of the emblem will not result in embarrassment to the Department. The Center has been conducting similar, successful conferences for the past 10 years with the participation of other government agencies such as the Office of the U.S. Trade Representative. USTR has

confirmed their desire to play an active role again this year;

(5) There does not appear to be any conflict with trademark rights. ITA's Office of Service Industries will be listed as a co-sponsor of the conference, and it will thus be evident that the emblem is the property of the Department of Commerce and not of The Center; and,

(6) There does not appear to be any endorsement of or favoritism toward The Center through its use of the emblem. The Center in no way infers that it is the Department's sole or designated cooperating agency for the U.S. education and training community.

This would appear to be a use of the emblem that would be favorable to ITA in terms of exposure and recognition. Further, there do not appear to be any endorsement or authorization issues, nor any issues of trademark infringement/dilution. In short, The Center's proposed use is worthy of approval.

The use of the official ITA emblem is governed by Department Administrative Order 201-1. Specifically, Section 5.04 of the DAO states that:

"Department seals, emblems, insignia and logos may not be used by outside organizations without the written approval of the head of the operating unit that originated and is authorized to use the seal, emblem, insignia, or logo, and the concurrence of the General Counsel, or a designee."

Accordingly, permission is sought under the DAO to enable The Center to use the ITA emblem as proposed. If you approve, please sign below where appropriate. Please be assured that this permission does not extend beyond use for this individual event.

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Director, Office of Organization and  
Management Support

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Assistant General Counsel for Administration

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Chief Counsel for Technology

Attachment

