

This Logo and Trademark Usage Policy is binding on all Oklahoma Energy Football Club member teams.

Oklahoma Energy Football Club is the exclusive owner of all rights, title, and interest to the trademarks "OEFC", "OK Energy FC", "Oklahoma Energy Football Club", "Oklahoma Energy" and any combination of the above that is designed to reflect the identity of the Club, including the Oklahoma Energy Football Club logo shown on this page. At its sole discretion, Oklahoma Energy Football Club grants the following rights to use and display the logo according to the guidelines contained within this Policy.

Oklahoma Energy Football Club member teams may not, and shall not, register any name, logo, trademark, indicia, brand name, service mark, or any other mark that is: (i) identical or similar to the Marks; or (ii) which infers any relationship or affiliation with Oklahoma Energy Football Club.

Merchandising:

No Oklahoma Energy Football Club member team may produce or sell any item featuring the logo without the advanced written approval of the Oklahoma Energy Football Club Board of Directors or a Representative Authorized by the Board of Directors, which may be withheld for any reason. Oklahoma Energy Football Club will consider granting limited rights to use the logo in fundraising merchandising efforts by a Oklahoma Energy Football Club team upon submission of the proposed usage of the logo according to the process set forth below, and according to such terms as may be determined by Oklahoma Energy Football Club at its sole discretion for such usage. The following process shall be followed for approval of merchandising containing the logo:

1. The Oklahoma Energy Football Club team shall submit complete materials with the plan for the usage of the logo, (including location of the proposed logo and the quantity of item produced), to Oklahoma Energy Football Club.
2. Oklahoma Energy Football Club shall review the proposed use and will respond in writing to the Oklahoma Energy Football Club team with approval or rejection within 10 days. If Oklahoma Energy Football Club does not respond during this time period, the use shall be considered rejected.

Marketing Guidelines:

Consistency of use and marketing of the Oklahoma Energy Football Club brand is of utmost importance to the growth and development of Oklahoma Energy Football Club. As such, the following guidelines are mandatory for all Oklahoma Energy Football Club Members:

1. The game jerseys of each player competing in Oklahoma Energy Football Club must wear the official club uniforms and they may not be altered in anyway.
2. Use of the Oklahoma Energy Football Club logo and brand on social media or websites (other than the official team pages) must also have approval prior to their use.
3. Warm ups, bags and official training jerseys must also be approved official gear as declared by Oklahoma Energy Football Club. Any gear bearing the Oklahoma Energy Football Club logo MUST be submitted for approval in writing BEFORE any permission will be considered.
4. All logowear must be purchased from the Official Club Online Shop or an authorized Oklahoma Energy Football Club Vendor.

Except as expressly provided within this Policy or in a separate writing signed by the Executive Director or the Board of Directors for Oklahoma Energy Football Club, no right to use the Oklahoma Energy Football Club brand or logo in any way is granted to any Oklahoma Energy Football Club member or to any third party. No ownership in the Oklahoma Energy Football Club brand or logo is granted to any Oklahoma Energy Football Club member or any third party.

