

August 13, 2020

The Allen Independent School District has a trademark for Allen High School's Allen Eagles name. It is our intent that this trademark will provide consistency and quality to products that bear the school's name.

Allen ISD requires that vendors selling products that use the Allen Eagles name and official logo to enter into a trademark license agreement with the school district. The license agreement will allow for the sale of apparel bearing the Allen Eagles name for one year.

The fixed fee for a one-year unlimited use license of the name Allen Eagles is \$250 for an individual who resides in or a business located in Allen (TX). Individuals or businesses not located in Allen will be required to pay a fixed fee of \$500 per year.

Per the agreement, Allen ISD will reserve the right to inspect the nature and quality of products to ensure the products are appropriate and do not adversely affect the school or school district.

As the success of Allen High School athletics program has grown in recent years, so has the interest in creating spirit wear/apparel. The trademark license agreement is not intended to restrict those activities. Instead, we are trying to maintain control over the way our name and mark are used and the quality of products bearing that name.

Any vendor interested in using the Allen Eagles logo must complete a license agreement which is available online at www.allenisd.org/trademark.

We do appreciate your support of the Allen Eagles and would be glad to answer questions regarding the license agreement. Feel free to contact me by email at (publicinfo@allenisd.org) or phone at 972-727-0510.

Sincerely,

David Hicks
Chief Information Officer

