

## **Policy on Intellectual Property – Adopted at the May 28, 2009 meeting**

The Sellwood Westmoreland Business Alliance has four items of intellectual property, its logo, WEB page, its member data base and its email list. This policy describes how those assets will be controlled.

The Alliance has, through the work of a graphic designer, selected a logo. That logo is a file on the computer of the WEB Coordinator, the UPS Store and the Executive Director. The logo is to be used only on official materials (letterhead, envelopes, promotional pieces) of the Alliance as approved by the President or the Board. The logo will not be altered without permission. "Alteration" means removing the orange background, removing the "Business Alliance, Inc." bottom line, changing the fonts, or changing the colors. The logo may be printed in black and white when appropriate. The APNBA is authorized to use the logo in publications identifying members. Members in good standing may use the logo on their WEB site and printed materials to identify their membership.

The WEB page, [sellwoodwestmoreland.com](http://sellwoodwestmoreland.com), is managed by the WEB Coordinator, and can be administered by that person and the Executive Director as a back-up. The WEB Coordinator will select, with Board approval, a Webmaster to structure the site and host the URL. Alliance members in good standing will be given an opportunity to develop their own WEB presence for marketing using their own password. Property owners will be given access to the section hosting "property available" section.

The email list on Goggle is managed by the WEB Coordinator and the Executive Director. This should include one key contact for every Alliance member. The email is for communicating Alliance matters only, and the list will not be made available or used for any other purpose.

The member data base shall maintained by the Executive Director, and information only provided with be those with a "need to know" as determined by the President or the Board.