



# Portland Oregon™ Sign Acceptable Use Policy

This Acceptable Use Policy (“AUP”) applies to the City of Portland’s intellectual property rights in the historic Portland Oregon Sign. The purpose of this AUP is to delineate the type of actions and content that are consistent with the City of Portland’s intent for licensing of the sign, as well as to ensure compliance with applicable laws, rules and regulations. This AUP ensures that the Portland Oregon Sign is being used to promote tourism to the city, local businesses and allows the City to retain control over its intellectual property.

An Intellectual Property License Agreement (IPLA) is required for the commercial use of the Portland Oregon Sign. Commercial use is when an individual or company is using the sign for promoting, selling, advertising or creating for sale, distribution or giveaway, any goods or services that incorporate the Portland Oregon sign. Commercial use does not include personal use, such as photos of yourself that are shared amongst friends and family. Any use of the Portland Oregon™ Sign, use of a confusingly similar mark, or the use of any variation or derivative work of the sign requires an IPLA; commercial use without obtaining permission through an IPLA may be considered an infringement. The City of Portland will take legal action against unlicensed users of the sign.

The City of Portland, Bureau of Internal Business Services manages the Portland Oregon Sign licensing program. Commercial use of the Portland Oregon Sign requires prior approval by the Bureau of Internal Business Services and an IPLA.

An IPLA by the City’s Bureau of Internal Business Services does not endorse and makes no representations, guarantees or performance warranties to any specific commercial product, process, event, company or service by trade name, trademark, or otherwise and does not represent an affiliation with, sponsorship of, approval of, or recommendation by the City of Portland.

Authorized users are required to provide attribution to the City for use of the Portland Oregon Sign.

Note that submission of a licensing application in no way implies or guarantees that your company will be granted a license to use the Portland Oregon Sign. The City of Portland in its sole discretion may approve or reject any requested commercial use.



## Unauthorized use of Portland, Oregon Sign

1. You may not use or register, in whole or in part, the Portland Oregon™ Sign or any other any variation or derivative works of the sign as or as part of a company name, trade name, product name, or service name.
2. You may not use the Portland Oregon Sign image for any other commercial purpose except pursuant to an express written IPLA from the City of Portland, Bureau of Internal Business Services.
3. You may not use and the City will not grant an IPLA to use the Portland Oregon Sign for:
  - a. Derogatory or pejorative references towards any protected class or status;
  - b. Uses which promote or advocate violence or unlawful behavior;
  - c. Uses which violate the City's HRAR 4.06 on political activity;  
<https://www.portlandoregon.gov/auditor/article/12204>
  - d. Sexually explicit or profane content, adult entertainment establishments/internet sites;
  - e. To advertise or promote tobacco, e-cigarettes, marijuana or firearms.
4. Any other use which the City in its sole discretion declines to license.



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