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## “PORTLAND, OREGON” SIGN USAGE GUIDELINES

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### Required Marking for Federally Registered Marks:

The City of Portland, Oregon (“City”) owns federal U.S. registrations for the “Portland, Oregon” sign, as depicted in Exhibit A to this Agreement. All uses of the “Portland, Oregon” sign covered by the City’s federal registrations must include the trademark registration symbol ®, as shown below.

### Examples of Acceptable Uses of Registered Marks



EXHIBIT D

**Required Marking for Common Law Marks:**

The City owns common law trademark rights in the “Portland, Oregon” sign mark. All uses of the “Portland, Oregon” sign mark that are not otherwise covered by the City’s federal U.S. registrations must include the ™ notice, as shown below.

**Examples of Acceptable Uses of Common Law Marks**



In case of any doubt about whether a proposed use will be covered by a registered mark or a common law mark, the Licensee should consult with the City.

## EXHIBIT D

### Required Notice and Language for Usage with Derivatives of the Marks

All approved derivative uses of the “Portland, Oregon” sign mark must include a small image of the exact “Portland, Oregon” sign with adjacent attribution language, as shown below. The image and attribution language must appear in a clearly visible manner on all products, product packaging, and written promotional materials bearing the derivative mark. The attribution language should be set in type no smaller than 6 points in size and in Times New Roman font, or its equivalent, and the image should be no smaller than 7mm in width.



is a registered trademark of the City of Portland, Oregon, used with permission.

### Examples of Acceptable Derivative Uses



is a registered trademark of the City of Portland, Oregon, used herein with permission.



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### Prior Approval Required Before Use

No product or service is permitted to be advertised or sold commercially using the “Portland, Oregon” sign mark, including any variations, modification, or derivatives thereof, without the specific prior approval of the City. Unlicensed use of the “Portland, Oregon” sign mark is not permitted.

As a licensee, you are required to submit sample specimens of all advertising and promotional materials that include the mark, as well as sample specimens for each type of good and/or service upon which the mark is intended to be used prior to publication or sale.

EXHIBIT D

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Questions concerning use of the “Portland, Oregon” sign should be directed to:

Bureau of Internal Business Services  
Tel: 503-823-4352  
E-mail: [PDXSign@portlandoregon.gov](mailto:PDXSign@portlandoregon.gov)

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