

## Appendix C

### PUBLIC WALDORF SERVICE MARK

The Association of Waldorf Schools of North America (AWSNA) is the legal steward of the trademark WALDORF registered with the US Patent and Trademark Office. Any use of these terms in educational contexts in the United States must be compliant with the service marks. The Alliance for Public Waldorf Education has an agreement to sub-license the term “Public Waldorf” and is authorized by AWSNA to issue a sub-license to qualified schools that have successfully engaged in our approved membership process.

As the holder of a sub-license, the Alliance is responsible for ensuring compliant use by member schools. Schools are expected to make every effort to use these licensed terms correctly. Please note the following:

1. Member schools of the Alliance identify their membership in the following manner in all public and internal material (whether electronic or hardcopy)
  - a. Prominently display the Alliance logo and use the phrase: “A xxx [membership category] Member of the Alliance for Public Waldorf Education” followed by the Alliance logo, which can be accessed on our website at: [http://www.allianceforpublicwaldorfeducation.org/?attachment\\_id=1326](http://www.allianceforpublicwaldorfeducation.org/?attachment_id=1326).
  - b. When describing your program, use the phrase “guided by the Core Principles of Public Waldorf Education” and provide a link to the Core Principles document referenced above. When talking about your program describe what it is that you do in concrete and accessible language; do not describe Public Waldorf.
2. In accordance with licensing agreements made between AWSNA and the Alliance, any Alliance member school accepted as a Full Member School and has been awarded a sub-license, may freely use and represent Public Waldorf<sup>SM</sup>. A separate agreement must be signed that specifies the terms of use of the sub-license. Full Member schools with the sub-license in effect may use the term Public Waldorf<sup>SM</sup> in their school name, with appropriate service mark designations that will be provided by the Alliance upon acceptance as a Full Member.
3. Any significant change in governance (e.g. from dependent charter school to independent non-profit or adopting a leadership structure that does not have collaborative intent) must be addressed in advance or it would void any rights to the service mark. Loss of status/good standing with the authorizing body, **will** void the right to use Public Waldorf in the school name, if not remedied within agreed timeframes.

Alliance member schools are collectively responsible for honoring the terms of the agreements. A school that does not honor the process or the terms of the agreements risks losing its membership in the Alliance, lest the entire Alliance lose the rights granted under the agreements with AWSNA.