

KINGSTON COMMUNITY SCHOOLS

5790 State Street

Kingston, MI 48741

"We believe in developing creative minds, building leaders, fostering a love for community and striving for excellence."

February 10th, 2020

News Release

On December 20, 2019, Iowa State University's legal counsel contacted the District and formally requested that we cease and desist from using the "Swirling Cardinal" logo. We were told that the University holds a federally registered trademark in that logo, and the District's use or colorable imitation of the logo may amount to trademark infringement.

In light of the time and resources the District has expended in using or installing that logo throughout its facilities, the University's legal counsel has expressed that it would be amenable to a phased approach in which the District would gradually discontinue use of the logo.

The District's Board of Education, at its regularly scheduled meeting on January 27, 2020, discussed this issue and decided that we would begin the search for a new, totally original logo. Our legal counsel has been working with the University's legal counsel to negotiate an agreeable phase-out time period for the District's "Swirling Cardinal" logo. While many of us have enjoyed using that logo and look at it as a source of pride, we recognize the importance of originality and strive to find another emblem to call our own and unify the District community.

Matt Drake,
Superintendent



Kingston Community Schools

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