



DON'T MESS WITH TEXAS® LICENSE PROPOSAL INFORMATION

Thank you for your interest in obtaining a license for the use of the Don't mess with Texas registered mark. The Texas Department of Transportation ("TxDOT") receives many requests for permission to use the Don't mess with Texas mark. **Any and all uses of the mark must be approved by TxDOT.** Please review the following information before submitting a request.

Who approves requests to license the DMWT mark?

TxDOT staff members who coordinate the Don't mess with Texas program process and administer all requests for approving or denying such requests. TxDOT has the legal right and obligation to protect the mark and ensure its proper use, and in doing so has sole discretion to approve or deny any license request.

What are the guidelines for developing a proposal?

- Proposed products should be in good taste and include some clear connection to the litter prevention message, either through communication provided to the consumer or the purpose of the product itself. Example photos, sketches and product samples will be required.
- The proposed product should not contribute to the litter problem through excess or unnecessary packaging.
- The proposed product should not conflict with other messages promoted by TxDOT, including safe driving. For example, product proposals related to alcoholic beverages are not likely to be approved.
- The proposed use of the mark will adhere to all Don't mess with Texas brand parameters as provided by TxDOT. All products bearing the Don't mess with Texas mark must be licensed and approved by TxDOT.

What costs are associated with obtaining a license?

- If TxDOT chooses to enter into a license agreement, costs, including license fees and royalties will be determined upon execution of a license agreement.
- A proposed requestor must fill out and submit the License Request online below. If a requestor cannot submit electronically, the requestor must print this form and mail to:

Texas Department of Transportation
Travel Information Division
Attn: DMWT
6230 E Stassney Ln
Austin, TX 78744

E-mail: info@dontmesswithtexas.org

DON'T MESS WITH TEXAS® LICENSE REQUEST

Date: _____

Name of requestor, organization or business entity: _____

Contact person's name: _____

Mailing address: _____

Phone number: _____ Fax number: _____

E-mail: _____

Web site address (if applicable): _____

Proposed use and purpose of Don't mess with Texas registered mark:

(print, engraving, embroidering, screen print, etc.)

Product description(s): _____

Type of packaging for product: _____

Proposed plan of distribution and marketing, if applicable: _____

Requested term of the license: ___1 year ___2 years ___3 years ___years

Additional information: _____

NOTICE READ BEFORE SUBMITTING

This is a request to enter into a license agreement with TxDOT for the use of the Don't mess with Texas registered mark. If TxDOT denies the request, a written statement describing the reason for denial will be provided to the requestor. A requestor may appeal a denial of a license request to the executive director or designee by submitting a written request for appeal. The decision of the executive director or his or her designee will be final. Please submit all appeals to:

Texas Department of Transportation
Travel Information Division
Attn: DMWT
6230 E Stassney Ln
Austin, TX 78744

If the department approves a license request, **the requestor will be contacted by the department and the requestor must execute a written license agreement with TxDOT prior to any use of the Don't mess with Texas mark.** Approval of this request is preliminary and is not an approval of a license or any terms of the submitted request. All license agreements will contain terms and conditions the department deems necessary to protect the department, including, but not limited to: (1) license term and geographical area; (2) rights granted, including patent-rights; (3) description of products utilizing the trademark; (4) fees or royalties; (5) inspection of licensee's books and records; (6) policing of trademark or copyright infringement; (7) prohibited uses; (8) indemnification of the department; and (9) a non-exclusivity clause.

PUBLIC INFORMATION

Requests for the licensure of department intellectual property that is determined to be public information under Texas Government Code, Chapter 552 will be processed in accordance with all applicable laws.