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 Information

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- File another form for this trademark
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- Take our website survey

Stamped filing

Document must be filed electronically.
Paper documents will not be accepted.
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ABOVE SPACE FOR OFFICE USE ONLY

**Statement of Trademark Registration of an Estate, a Trust, a State or an Other
Jurisdiction**

filed pursuant to § 7-70-102 of the Colorado Revised Statutes (C.R.S.)

1. (Complete the following statement by marking the applicable box. Caution: Mark only one box.)
The person delivering this statement is

- an estate.
 a trust.
 a state.
 a jurisdiction other than a state.

2. The true name of such person is Town of Grand Lake

3. The principal address of such registrant and, if different, the mailing address of such registrant are

Principal (street) address 1026 Park Avenue
(Street number and name)

Grand Lake CO 80447
(City) (State) (Postal/Zip Code)
United States
(Province - if applicable) (Country)

Mailing address P. O. Box 99
(leave blank if same as street address) (Street number and name or Post Office Box information)

Grand Lake CO 80447
(City) (State) (Postal/Zip Code)
United States
(Province - if applicable) (Country)

4. (Mark the applicable box and complete the statement. Caution: Mark only one box.)
 Such person does not maintain a registered agent in this state and the mailing address to which service of process in any proceeding based on a cause of action with respect to the statement of trademark registration may be mailed pursuant to section 7-70-108, C.R.S. is

P. O. Box 99
(Street number and name or Post Office Box information)

Grand Lake CO 80447
(City) (State) (Postal/Zip Code)
US
(Province - if applicable) (Country)

OR

Such person maintains a registered agent in this state and such registered agent's name and address are

Name

(if an individual)

_____ (Last)

_____ (First)

_____ (Middle)

_____ (Suffix)

OR

(if an entity)

(Caution: Do not provide both an individual and an entity name.)

Street address

_____ (Street number and name)

_____ (City)

_____ CO (State)

_____ (Zip Code)

Mailing address

(leave blank if same as street address)

_____ (Street number and name or Post Office Box information)

_____ (City)

_____ CO (State)

_____ (Zip Code)

The person appointed as registered agent has consented to being so appointed.

5. (Mark the applicable box and complete the statement. Caution: Mark only one box.)

The trademark is a standard character trademark and the characters constituting the trademark are
The Soul of the Rockies

OR

The trademark is a special form trademark and a description of the attached drawing is

6. A detailed description of the goods or services in connection with which the trademark is used is

Marketing, advertisement, brand logo

The class into which such goods or services fall is 035 Advertising and Business
(Class)

7. A description of the attached specimen sufficient to identify the nature of the specimen is

Brand Logo

8. The date of first use in commerce of the trademark in this state by such person or such person's predecessor in interest is 09/01/2014
(mm/dd/yyyy)

9. The registrant identified above is currently using the trademark in commerce in this state and such registrant believes, in good faith, that such registrant has the right to use the trademark in connection with the goods or services listed above and such registrant's use of the trademark does not infringe the rights of any other person in that trademark.

10. (If applicable, adopt the following statement by marking the box and include an attachment.)

This document contains additional information as provided by law.

Notice:

Causing this document to be delivered to the Secretary of State for filing shall constitute the affirmation or acknowledgment of each individual causing such delivery, under penalties of perjury, that such document is such individual's act and deed, or that such individual in good faith believes such document is the act and deed of the person on whose behalf such individual is causing such document to be delivered for filing, taken in conformity with the requirements of part 3 of article 90 of title 7, C.R.S. and, if applicable, the constituent documents and the organic statutes, and that such individual in good faith believes the facts stated in such document are true and such document complies with the requirements of that Part, the constituent documents, and the organic statutes.

This perjury notice applies to each individual who causes this document to be delivered to the Secretary of State, whether or not such individual is identified in this document as one who has caused it to be delivered.

11. The true name and mailing address of the individual causing this document to be delivered for filing are

Lund	Martha	J	
<small>(Last)</small>	<small>(First)</small>	<small>(Middle)</small>	<small>(Suffix)</small>
P. O. Box 99			
<small>(Street number and name or Post Office Box information)</small>			
<hr/>			
Grand Lake	CO	80447	
<small>(City)</small>	<small>(State)</small>	<small>(Postal/Zip Code)</small>	
	United States		
<small>(Province - if applicable)</small>	<small>(Country)</small>		

(If applicable, adopt the following statement by marking the box and include an attachment.)

This document contains the true name and mailing address of one or more additional individuals causing the document to be delivered for filing.

Disclaimer:

This form/cover sheet, and any related instructions, are not intended to provide legal, business or tax advice, and are furnished without representation or warranty. While this form/cover sheet is believed to satisfy minimum legal requirements as of its revision date, compliance with applicable law, as the same may be amended from time to time, remains the responsibility of the user of this form/cover sheet. Questions should be addressed to the user's legal, business or tax advisor(s).

GRAND LAKE, COLORADO

SIGNATURE GUIDELINES



GRAND LAKE: THE SOUL OF THE ROCKIES™

Grand Lake logo and **GRAND LAKE: THE SOUL OF THE ROCKIES™** tagline are trademarked and not to be reproduced in any form without express written consent from the Town of Grand Lake, Colorado.

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1. Signature Guidelines

Grand Lake: The Soul of the Rockies Logo Signature Guidelines are intended for use in various print and digital applications such as town stationery, brochures, event posters, web site, town signage, and promotional items to name a few. The signature may only be used with the written approval by the Brand Steward, which is designated by the Town of Grand Lake Board of Trustees, via Appendix B Terms and Conditions.

2. Grand Lake Branding Program

Brand Promise

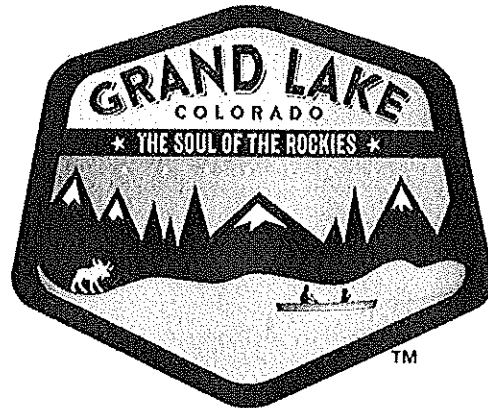
We are Grand Lake. Colorado's authentic mountain lake town, the source of your inspiration, the Soul of the Rockies. Choose your path; memories happen the moment you take your first step. This is your life. Breathe deep, get outside, and live it.

Note: The Brand Promise is the paragraph that describes what Grand Lake is today, and what it will be twenty years from now; both what we are, and what we aspire to become. This is the statement that will inform future marketing, advertising, design, and special event decisions. This is the promise we make to visitors, potential residents and businesses regarding the experience they will have here. Business prospects should read this and think, "Gee, there's a business opportunity for me here. I want to open my business in Grand Lake." People planning events should think, "I want to hold my event there." People looking for a weekend getaway, summer vacation, winter retreat, or second home should think, "I want to be there."

Tagline

The Soul of the Rockies is the tagline and can be incorporated into the logo signature. When using text only (no logo) the correct usage is **GRAND LAKE: THE SOUL OF THE ROCKIES™** in the headline font style noted on page 5.

Logos:



GRAND LAKE: THE SOUL OF THE ROCKIES™

3. Signature Use

Full Color (4cp)

USAGE GUIDELINES:

The 4-color process (4cp) version of the Grand Lake Logo should be used on all full-color printed material. It should be sized no smaller than 2." in height by 2.48" width.





Green: 0d3d36		Border: Green: 0d3d36	
White: f1f1f2		Background: White: f1f1f2	
Blue: 00b4b8		Water: Blue: 00b4b8	
Tan: c2865f		Sky: Tan: c2865f	

One Color Black

USAGE GUIDELINES:

The One-Color version of the Grand Lake Logo must only be printed in Black or Screens of Black. It should be sized no smaller than 2" in height by 2.48" width.



Black: 090400	
White: f1f1f2	

4. Fonts

Font Guidelines for Logo

The following fonts must be used in conjunction with the design construction of Logo.

Headline Text – Grand Lake Colorado

Font: Brandon Printed One Shadow

GRAND LAKE COLORADO™

Subheads and Body Copy – The Soul of the Rockies

Font: Anodyne

THE SOUL OF THE ROCKIES™

Font Guidelines for Tagline

The following fonts must be used in conjunction with the design construction of the tagline.

Tagline – Grand Lake: The Soul of the Rockies (used without the logo)

Font: Brandon Printed One Shadow

GRAND LAKE: THE SOUL OF THE ROCKIES™

5. Sizing and Safety Zone

USAGE GUIDELINES:

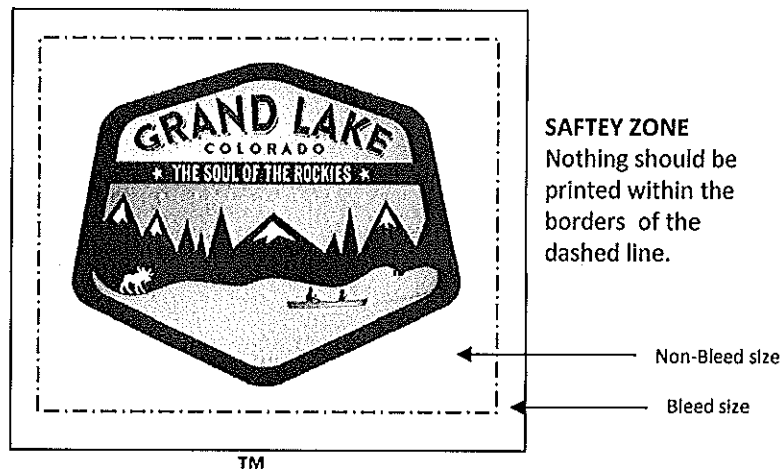
The Grand Lake Logo must not be skewed or stretched in any way. Should be sized to 1:1.24 (no smaller by 2" in height by 2.48" width)

Non-Bleed Size: is smaller than Trim Size and will have a white border around the logo. All non-bleed uses of the logo will be created at these exact dimensions listed above.

Bleed Size: is the trim size plus an additional 1/8 inch of artwork on all sides. This extra 1/8 inch is meant to be trimmed off after printing if need, which ensures the logo will go all the way to the edge of the finished product.

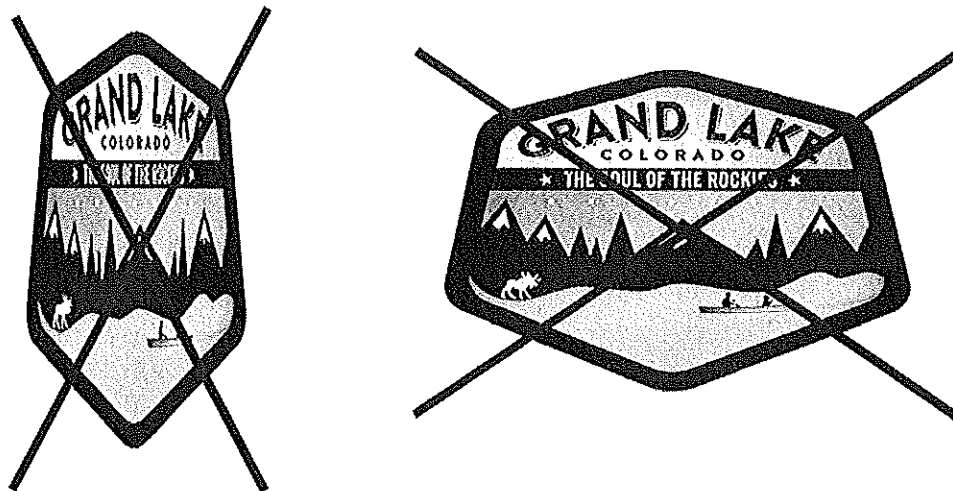
To obtain approval, these guidelines must be strictly followed.

YES



TM

NO



6. Using a Background Color

USAGE GUIDELINES



YES



NO (white background on color logo is prohibited)

7. Using the Logo Online

USAGE GUIDELINES

The Full Color version of the Town of Grand Lake Logo must be used for all digital applications. Its usage should strictly follow all of the above guidelines.

YES



GRAND LAKE: THE SOUL OF THE ROCKIES™

NO



8. Signature Use Request and Approval

Request

To request the use of the Grand Lake Logo Signature Use, submit an application for The Town of Grand Lake's Brand Steward.

Application Fee

A \$20 application fee must be submitted with request for approval. The check needs to be made out to Grand Lake Chamber of Commerce. See Appendix B for details

Approval

All products using the Grand Lake Logo Signature must be approved by the Town of Grand Lake's Brand Steward prior to production. The supplier must enter into an agreement (see **Appendix B Terms and Conditions**). The Town of Grand Lake's Brand Steward reserves the right to approve or disapprove any product submitted. Submitted mockup or proof of the samples are required and will not be returned.

Items and all required forms will be submitted to the Town of Grand Lake's Brand Steward. The Grand Lake Branding Committee will meet regularly to determine if product(s) or promotions will be approved.

Once approval is granted and all forms are signed and submitted, the official high resolution Grand Lake Logo Signature will be provided. The Town of Grand Lake's Brand Steward will send an approval email to the applicant letting them know the status.

If denied, the product may not use the Grand Lake Logo Signature. Inappropriate, adult oriented and generally offensive products will not be considered.

Sales

Once approved, the wholesaler, distributor, or sales rep may begin selling this product both in state and nationwide.

The types of items that will be considered include, but are not limited to:

- Baseball Cap
- Blanket
- Bumper stickers
- Buttons
- Canvas Bag
- Christmas Ornament
- Clothing
- Coasters
- Coffee Table book
- Decal / Cling
- Hats
- Key Chains
- Lapel Pin
- Maps
- Metal Canteen
- Mugs
- Patch
- Pens / Pencils
- Place cards
- Post Cards
- Posters
- Rocks / Stones
- Stuffed Animal
- T-Shirt
- Water bottles
- Website

The following items will be used within the Grand Lake municipality area and not limited to:

- Marketing Materials
- Banners
- Facility signs
- Town publications
- Way-finding signs
- Website

The following items will be used within the Grand Lake municipality area and will only use the Town of Grand Lake's Seal:



- Envelopes
- Letterhead
- Maps
- Uniforms
- Town cars, trucks & equipment
- Street name signs
- Memorial benches

Inappropriate, adult oriented or generally offensive products will not be considered.

9. Quality Control

The Grand Lake Logo and **GRAND LAKE: THE SOUL OF THE ROCKIES™** tagline are trademarks of The Town of Grand Lake. Prior approval for its use is required in all instances.

To obtain approval, submit a detailed proposal outlining the intended use of The Grand Lake Logo and **GRAND LAKE: THE SOUL OF THE ROCKIES™** tagline, mockup or proof of item and the application. Mail, email, or fax your completed proposal to Town of Grand Lake's Brand Steward at the address listed below. Permission to use the Grand Lake Logo will be granted in writing:

Town of Grand Lake's Brand Steward
Attn: Grand Lake Chamber of Commerce
PO Box 429
Grand Lake, CO 80447
Tel: 970-627-3402
Fax: 970-627-8007
Email: Samantha@grandlakechamber.com

Appendix A Grand Lake Logo Signature Use Application

Please check the applicable answer to the following questions, providing details where indicated. Mail this completed application, the signed Terms and Conditions (Appendix B), and a mockup or proof sample to Grand Lake Chamber of Commerce Attn: Town of Grand Lake's Brand Steward
PO Box 429 Grand Lake, CO 80447

There is a one-time non refundable \$20 fee. All Checks should be made out to: Grand Lake Chamber of and mailed to PO Box 429 Grand Lake, CO 80447. For questions regarding the fee please call the Brand Steward at 970.627.3402

1. This application for permission to use the Grand Lake Logo Signature is in respect to:

Print marketing/promotional material and/or informational or educational literature; for example: advertising in a newspaper, magazine, newsletter; event invitation or program; brochure or leaflet; poster; direct mail piece, etc. Please briefly describe.

Electronic publications; for example: a website, online newsletter, or video. Please briefly describe: _____

Retail Item Please briefly describe: _____

2. The intended reproduction of the signature is in:

Color

Black only

White only (reversed in a dark background color)

3. Either a mock-up or a proof must be submitted with your application

Mockup Proof Digital Layout

Name of Applicant _____

Signature of Applicant _____

Date of Submission _____

Mailing Address _____

Phone Number _____

Email _____

I have read & agree to the terms and conditions

-----Brand Steward Use -----

APPROVED: _____ DATE: _____

DENIED: _____ DATE: _____

Appendix B Terms and Conditions

The Town of Grand Lake's Brand Steward hereby grants to the party identified below, the "Licensee" a one-time use, non-exclusive, non-transferable license to use the Grand Lake Logo Signature subject to the party agreeing to the following terms and conditions:

1. The Licensee shall not make any alterations to the signature, or adapt the signature as part of another graphic symbol or mark.
2. The Licensee shall use the signature in accordance with specifications and purpose set out on Appendix A of this undertaking.
3. The Licensee shall not grant permission to any other person to use the signature.
4. The Licensee acknowledges that the Town of Grand Lake assumes no liability in respect of the licensee use of the signature.
5. The Town of Grand Lake's Brand Steward reserves the right to terminate any signature usage immediately if there is a breach with this document.
6. The Town of Grand Lake's Brand Steward maintains quality control over all usage of the Grand Lake Logo and **GRAND LAKE: THE SOUL OF THE ROCKIES™** tagline.
7. The licensee hereby accepts all of the conditions with respect to the use of the signature as set out in this document.