



# FAQ



## FRIDAY THE 13TH TRADEMARK LICENSING

### ■ What words need a trademark license before I can use them?

If you plan to use any of these three registered trademarks -- in any way -- you need to apply for a license and pay a small fee.

## FRIDAY THE 13TH PD 13



### ■ What items are affected by the trademark licensing requirements?

All items that use any of these trademarks need to be pre-registered.

This means everything including such things as T-shirts, Mugs/glasses, Pens/pencils, Posters, Towels, Sun-glasses, Tote bags, Purses, Hats, Scarves, CDs, DVDs, and so many more.

### ■ Who do I contact to get registered?

Contact Port Dover Board of Trade at 19 Market St. West, Port Dover N0A 1N0, e-mail [info@portdover.ca](mailto:info@portdover.ca); telephone 519-583-1314. All the necessary forms can be found at [www.pd13.com](http://www.pd13.com)

### ■ What is the cost to get a trademark license?

This is the fee schedule for 2012. Fees have been kept reasonable.

Vendors requiring up to 1,000 total impressions of any of the 3 official marks -- \$250 +HST

Vendors requiring up to 500 total impressions of any of the 3 official marks -- \$150 +HST

Vendors requiring up to 250 total impressions of any of the 3 official marks -- \$100 +HST

Vendors requiring over 1,000 total impressions of any of the 3 official marks -- call for quote.

### ■ How long does the trademark license last?

The cost of the license has been kept low BUT it expires and must be renewed. Each license is good from the date of issue until seven (7) days prior to the next Friday the 13th. Regardless of whether merchandise went unsold under a previous license, a new license is required for each event.

### ■ How will bylaw enforcement know I've paid the trademark licensing fee?

Each vendor will be issued a trademark licensing certificate showing the total number of impressions they have purchased (250 or 500 or 1,000 or more). This must be posted and Bylaw officers will determine whether merchandise for sale matches the certificate.

### ■ What are the penalties for selling without an official trademark licensing certificate?

We kept the price low so no one would do that. But, just so you know... your merchandise could be confiscated; your booth shut down; and certainly you would not receive authorization to set up at any future event.

### ■ Are there any exemptions for local business... we pay taxes year round to be in business?

We recognize that local businesses stay open through the high days and the low days. Local merchants, defined as members of Port Dover Board of Trade, are required to obtain a license to use the official marks. Local merchants are exempt from the payment of fees but are encouraged to make a donation based on the fee schedule.

### ■ Where is the trademark license valid?

Norfolk County owns the trademark license for all of Canada.

### ■ If I don't sell everything at one event, can I sell it later?

Each license is valid for a specific length of time. You can sell from the date of issuing the trademark license until it expires. Merchandise unsold at the expiry date of the trademark license will need a new license.

### ■ Where do the funds go from the trademark licensing fee?

Friday the 13th runs smoothly but it is expensive to provide portable washrooms, parking, clean-up, signage, organization, and on and on.