




Midpeninsula Regional  
Open Space District

# Memorandum

DATE: MROSD Board of Directors

MEMO TO: Board of Directors

THROUGH: Steve Abbors, General Manager 

FROM: Jennifer Woodworth, District Clerk/Assistant to the General Manager  
Peggy Gibbons, Public Affairs Specialist

SUBJECT: Approval of District and Mount Umunhum Logo Trademarks

Many districts, cities, and other government agencies develop seals, logos, slogans, etc. to help promote the agency's unique identity. The Midpeninsula Regional Open Space District (District) previously trademarked its former logo for to promote public awareness of the need for natural resource conservation. Since the District's logo was approved by the Board in 2008 and updated in 2013, the new logo needed a separate trademark. Concurrently, District staff opted to apply for trademark protection for its Mount Umunhum logo, which will be used for signage, promotional materials, etc. related to Mount Umunhum.

Trademark law helps protect the public from deception and protects the reputation and goodwill of those that created the trademarks. As a trademark, the District's logos are the property of the District. The District can control how the logos may be used as well as prevent other parties from using them to promote non-District sponsored activities or positions. The official District logo has historically been used by the District Clerk to authenticate documents, such as deeds, contracts, Board legislative items, etc. as official documents of the District. Both logos may also be used on printed and electronic outreach material, on in-preserve temporary and permanent signage, and shared with partner agencies to identify jointly funded projects. Use of the District's logos will also help the District increase its public profile and increase awareness of its identity and mission.



District Logo



Mount Umunhum Logo