



FOR IMMEDIATE RELEASE: December 13, 2011

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## District underscores LT logo guidelines

As designers, manufacturers and merchants prepare to potentially add a fifth ‘star’ to the Lake Travis Football logo, Lake Travis Independent School District (LTISD) officials are calling a timeout to highlight the proper procedures for working with the ‘LT’ brand.

“For the past several years, the LT brand has become a very popular commodity,” said Marco Alvarado, LTISD Director of Communications, Media and Community Relations. “As such, we recognized the need to establish specific parameters for the proper use of our logos—including the LT Football logo, and this past summer, we entered into an agreement with Austin-based Mosak Advertising and Insights to assist us with brand management and licensing.”

According to the agreement, the District appointed Mosak to act as LTISD’s exclusive representative for entering into license agreements with third parties for the manufacturing and/or selling of merchandise bearing the trademarks, names and logos of the District.

“This is not a money-making venture for us, rather it is a partnership between school and community that will help the District maintain the integrity of the LT brand,” said Monique Threadgill, president of Mosak Advertising. “Our intent is to help guide the proper use of the District’s brand—in particular the LT logo—within the business community. Under this agreement, all third parties must be approved as official vendors under the LTISD Licensing Program.”

However, Mosak is not directly involved in the licensing of District trademarks by District-affiliated student and parent groups such as extracurricular clubs and booster clubs.

“If a parent booster club has an existing relationship with a third party for a particular fundraiser, it is not within our scope of work to come in and change that,” continued Ms. Threadgill. “We will simply provide oversight if requested to do so by the District.”

For more information about the use of the District’s logos, or for licensing opportunities, please contact Mosak Advertising at (512) 374-2800 or [sportslicensing@mosak.com](mailto:sportslicensing@mosak.com).