

LOS ANGELES GENERAL MEDICAL CENTER POLICY

Subject: INTELLECTUAL PROPERTY USAGE	Original Issue Date: 4/11/24	Policy # 185
	Supersedes: 4/11/24	Effective Date: 4/11/24
Policy Owner(s): Public Information Officer (PIO) Executive Sponsor(s): Chief Executive Officer		
Departments Consulted: Hospital Administration County Council	Reviewed & approved by: Attending Staff Association Executive Committee Senior Executive Officer	Approved by: (Signature on File) Executive Officer
		(Signature on File) Chief Executive Officer

PURPOSE

The County of Los Angeles (County) and Los Angeles General Medical Center's (LA General Medical Center) has expended considerable time and resources in developing and protecting its valuable trademarks, copyrights, and other intellectual property. The purpose of this policy is to safeguard the County and LA General Medical Center's intellectual property, including seals, logos, marks, emblems, insignias, and names. This policy outlines the procedures for identifying, reporting, and addressing any improper use of the County/LA General's intellectual property by employees or external entities.

DEFINITIONS

For the purpose of this document, "intellectual property" refers to the County of Los Angeles and Los Angeles General Medical Center seals, logos, marks, emblems, insignias, and names, which were created by or on behalf of the County/LA General.

POLICY

Employees and vendors shall not use the County or LA General's Intellectual Property without express consent of the County or LA General. It is unlawful for a nongovernmental entity to use a seal, emblem, insignia, trade, or brand name in a manner that can be construed as implying federal, state, or local governmental approval, except in specific circumstances, including approval or endorsement by that governmental entity. This includes displaying County names, seals, and/or images on merchandise, and/or promotional materials, including clothing and novelty items.

PROCEDURE

1. **Identification of Violators:**
 - Any employee observing the improper use of the County/LA General's Intellectual Property should make a note of the name(s) of individuals improperly using the Intellectual Property, location and details of the improper use, and specific violation.
2. **Improper Use by Employees**
 - An employee does not have approval or license to display any non-sanctioned merchandise or promotional materials with the County seal or other County images,

Subject: INTELLECTUAL PROPERTY USAGE POLICY	Effective Date: 4/11/24	Policy # 185
	Chief Executive Officer's Initials:	

including the name and images associated with LA General Medical Center, without express approval.

3. **Reporting Violations:**

- Report violations to the LA General Public Information Officer (PIO), providing details of the employee(s) involved in the improper use.

RESPONSIBILITY

- **LA Public Information Officer (PIO):** Responsible for coordinating the delivery of cease-and-desist letters to identified violators.

REVIEW

This policy will undergo periodic review to address any changes in intellectual property laws and ensure its continued effectiveness in protecting the County and LA General Medical Center's brand integrity.

REFERENCES

California Business & Professions Code section 17533.6

REVISION DATES

April 11, 2024