

**Use of Trademarks on Online Platforms Policy**  
**Volusia Charter School of Excellence, Inc.**  
**d/b/a Ivy Hawn Charter School of the Arts**

**Purpose**

The Governing Board of Volusia Charter School of Excellence, Inc. d/b/a Ivy Hawn Charter School of the Arts ("School") recognizes the importance of protecting the School's trademarks and ensuring that these trademarks are not used in a manner that would bring disrepute to the School or cause confusion amongst the public as to the origin of any content. In particular, the Governing Board believes that any web pages or social media pages must be authorized by the School to use the marks "Volusia Charter School of Excellence," "Ivy Hawn Charter School of the Arts," "Ivy Hawn," any logos associated with the School, or any related trademarks of the School.

**Policy Statement**

Any users seeking to make a web page or social media page on any platform that will utilize the words "Volusia Charter School of Excellence," "Ivy Hawn Charter School of the Arts," "Ivy Hawn," any logos associated with the School, or any related trademarks of the School, must seek the authorization of the Principal in writing prior to using any such trademarks. Upon discovery of any web page or social media page that is using the trademarks of the School, the Principal, on its own, or through the School's legal counsel, shall issue a takedown notice to the individual responsible for maintaining the social media page, or, alternatively, to the management of the social media platform itself. The takedown notice will demand that the web page or social media page be removed from the platform in a timely manner. Any students who are found to be in violation of this Policy will be subject to appropriate disciplinary action.

**Board Certification**

I, April Atkinson, Board Secretary of Volusia Charter School of Excellence, Inc., d/b/a Ivy Hawn Charter School of the Arts, do hereby acknowledge that the above Use of Trademarks on Online Platforms Policy was adopted by the Governing Board of Volusia Charter School of Excellence, Inc. d/b/a Ivy Hawn Charter School of the Arts on the date set forth below.

12-13-18  
Date

April Atkinson  
April Atkinson, Board Secretary  
Volusia Charter School of Excellence, Inc.,  
d/b/a Ivy Hawn Charter School of the Arts