



NEWS RELEASE

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NACS limits use of its trademarks for non-affiliated clubs

Fort Wayne, Ind. (June 28, 2022) –Northwest Allen County Schools has asked clubs which it does not sponsor to stop using its trademarks and name. NACS School Board Policy 2430 states, “No organization may use the name of the School Corporation or any other name which would associate an activity with the Corporation.” As a result, NACS has asked private clubs to stop using trademarks to prevent the impression that the clubs are officially sponsored by the district. For example, private clubs may not use the district’s name, any of the individual school names, the “Charger” mascot or other NACS brands for non-sanctioned athletics and clubs.

In the letter shared with several programs that offer valuable opportunities for elementary, middle, and high school students, NACS asked that they stop any use of NACS trademarks. Using these trademarks has resulted in unnecessary confusion among parents, the community, and others across the state. For example, NACS has received complaints from members of the public asking the district to intervene in disputes related to some clubs even though the clubs were not sanctioned by the District.

“Student athletes wearing Carroll- or Charger-branded gear while participating in unofficial clubs or sports causes the public to think that the club represents Carroll High School when in fact they do not,” said Steve Yager, temporary superintendent, Northwest Allen County Schools. “In many cases, the student athletes in these clubs attend schools outside of NACS. We have dedicated years to building a favorable reputation with our teams, however, we find it difficult to do that with clubs that are outside of our authority. We respect the autonomy of these clubs, and ask that they, in turn, respect our trademarks.”

“We hope the best for those club programs,” Yager said. “NACS is acting in what it believes to be in the best interest of our school corporation and the community in addition to following school board policy.”

Northwest Allen County Schools believes in providing a healthy and safe learning environment that engages, supports and challenges each learner in a culture of achievement and excellence. More information about NACS may be found at nacs.k12.in.us. NACS serves an estimated 7,922 students in 11 schools spanning three townships in Allen County, Ind.

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