



2021 Texas Bluebonnet Award

Registration & License Agreement

Please download this file.

Type or print after the colon :

Office Use Only

rec _____
ck # _____
ck amt _____

Name of School, Public Library, or Home School Assn:

Contact Person (*don't forget entity name above*):

Position: _____ Email: _____

Grades (if applicable): _____ Phone: _____

School District or Public Library System:

P.O. Box or Street Address:

City: _____ County: _____ Zip: _____

Registration Fee: \$15.00 per library (*No purchase orders accepted; payment must accompany order.*)

(Place X in front of New or Renewal) New Renewal AMOUNT PAID: _____

By executing this Texas Bluebonnet Award Participant License, the below signed party, on behalf of the School, Public Library, or Home School Association identified above (collectively, "Licensee"), agrees to the following:

Terms.

1. For purposes of this Agreement, "TBA Property" means the TBA trademark, logo, name, taglines (such as "Read five, then decide"), or other identifying items associated with the Texas Bluebonnet Award ("TBA").
2. For purposes of this Agreement, "Promotional Material" means any material created by the Texas Library Association ("TLA") and associated with TBA, including but not limited to reader theater scripts, book trailers, interviews with authors, audiovisual works, voting resources, tracking charts, posters, and bookmarks.

The TBA Property.

3. TLA grants Licensee the rights to use the TBA Property only for purposes of promoting the TBA program and books included on the TBA Master List and only in accordance with the terms of this License or any additional permission or directives of the TLA Executive Director.
4. These rights include the right for Licensee to incorporate the TBA Property into materials it creates to promote the TBA program and books on the Master List.
5. If Licensee shares such materials with others, Licensee must include on those materials the notice: "Texas Bluebonnet Award logos, taglines, and other trademarks are used here under license from the Texas Library Association and may not be further used without permission."
6. Licensee may **not** modify the TBA Property in any way other than necessary technological modifications.

7. Licensee may **not** use the TBA Property or any materials bearing the TBA Property for any commercial purposes, including but not limited to fundraising or cost recovery purposes.
8. Licensee will notify the Texas Library Association immediately upon receipt of any information that any other person or entity is making commercial use of the TBA Property. ([link to notification form](#))

The Promotional Material. The Promotional Material may include content that is licensed to TLA but not owned by TLA; therefore, TLA may not have the rights to license Licensee all uses of these items.

9. Licensee may use the Promotional Material to promote the TBA program and books on the Master List.
10. Licensee may **not** modify the Promotional Material in any way, including but not limited to abridging the Promotional Material or incorporating it into another work, other than necessary technological modifications.
11. Licensee may **not** use the Promotional Material for any commercial purposes, including but not limited to fundraising or cost recovery purposes.

Licensee Obligations.

12. In all activity regarding the TBA program, Licensee will abide by the TLA [Social Media Policy](#) and TLA [External Communications Policy](#).
13. Licensee represents and warrants that Licensee has watched the TBA Participant Training Video, currently located at [Registration Video](#).

No Boycott of Israel. In accordance with HB 89 passed by the 85th Texas Legislature, the Texas Library Association, and its Texas Bluebonnet Award Program represents and warrants that it does not boycott the nation of Israel and will not boycott the nation of Israel during the term of this Agreement.

Signature _____

Title _____

Make CHECKS payable to Texas Library Association.

If you have any questions please contact: marys@txla.org

RETURN TO:

Texas Library Association
3355 Bee Cave Road, Suite 401
Austin, TX 78746-6763

CREDIT CARD information: _____ VISA _____ MasterCard _____ American Express _____ Discover

Card # _____ Expiration Date _____ CVV Code _____

Cardholder Signature _____