



THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA
 SCHOOL BOARD ADMINISTRATION BUILDING
 Procurement Management Services
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BID/RFP ADDENDUM

Date: 02/22/2021

Addendum No. 2

BID/RFP# RFP-20-013-VF BID/RFP TITLE: Trademark Management and Logo Protection Services

This addendum modifies the conditions of the above referenced BID/RFP as follows:

The attached document provides answers to questions received regarding this RFP.

The deadline has been extended to Tuesday, March 4, 2021 at 1:00 pm EST.

All other terms and conditions of the RFP will remain the same.

All information, specifications terms, and conditions for the above referenced BID/RFP, is included on the document posted on the Procurement Management website at <http://procurement.dadeschools.net>

The attached pages containing clarifications, additional information and requirements constitutes an integral part of the referenced bid.

1. If your bid/proposal has not been submitted, substitute the pages marked REVISED and mail your entire bid/proposal package. **REMEMBER TO SIGN THE BIDDER QUALIFICATION FORM.**

OR

2. If your bid/proposal has been submitted, sign and return this addendum form with the revised pages by the time and date indicated on the Bidder Qualification Form. BY SIGNING THIS ADDENDUM, THE VENDOR AGREES TO THE TERMS AND CONDITIONS CONTAINED IN THE BIDDER QUALIFICATION FORM AND ALL RELATED BID DOCUMENTS.

I acknowledge receipt of Addendum Number _____

PLEASE NOTE: If your firm has forwarded a copy of this bid/proposal to another vendor, it is your responsibility to forward them a copy of this addendum.

(PLEASE TYPE OR PRINT BELOW)

LEGAL NAME OF BIDDER: _____

MAILING ADDRESS: _____

CITY, STATE ZIP CODE: _____

TELEPHONE NUMBER: _____ E-MAIL I.D. _____ FAX # _____

BY: SIGNATURE (Manual): _____
 OF AUTHORIZED REPRESENTATIVE

NAME (Typed): _____ TITLE: _____
 OF AUTHORIZED REPRESENTATIVE

**Request for Proposals
RFP-20-013-VF
Trademark Management and Logo Protection Services**

**ADDENDUM NO. 2
Questions and Answers**

QUESTIONS AND ANSWERS:

Q1: The current terms of contract in the RFP asks for a one (1) year agreement with two (2) one (1) year options. Is the district open to different contract lengths (i.e. three [3] year agreement with two [2] one [1] year options)?

A1: No.

Q2: Does a brand guide or brand manual exist for either MDCPS or any of the trademarked logos?

A2: Yes.

Q3: If a brand guide does not exist, is this something that should be included in the proposal?

A3: A brand guide does exist, and yes proposers may include this as part of their proposal.

Q4: Please confirm whether the MDCPS trademarks are registered on the Florida state level, or on the federal level with the USPTO.

A4: The Miami-Dade County Public Schools (M-DCPS) trademarks are registered with both.

Q5: Does the RFP contemplate proactive sales and licensing of MDCPS marks, whereby the Proposer is seeking new licensees for MDCPS trademarks and brands, or reactive management and licensing (in response to requests from school-allied organizations, parent groups, booster associations).

A5: Yes, we are contemplating new licensing and sales for new M-DCPS marks as well as the management of existing marks.

Q6: Does the RFP contemplate sales and licensing of MDCPS marks to private retailers or merchants, or only with school groups, and school-allied organizations.

A6: Yes.

Q7: Does the RFP contemplate comprehensive enforcement of all non-authorized usages of MDCPS trademarks and logos, or simply management and enforcement concerning new and existing contracts/licensing arrangements?

A7: Yes.

Q8: Does MDCPS currently have any licensing agreements in place for the use of its trademarks and logos?

A8: Yes.

Q9: Can you provide the # of schools currently trademarked/registered under the existing program?

A9: 38 (with 1 new school being added).

Q10: Can you provide information on the gross revenue since the program had started?

A10: M-DCPS has generated less than \$5,000 under the previous agreement.