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Press Release

December 10, 2019

[MTA Headquarters](#)

IMMEDIATE

MTA Orders Niagara County Clerk to Cease and Desist from Using Trademarked Phrase to Target Immigrants

The Metropolitan Transportation Authority (MTA) today ordered Niagara County Clerk Joseph A. Jastrzemski to immediately cease and desist from the abhorrent use of the MTA's trademarked slogan, "if you see something, say something". Clerk Jastrzemski is using the phrase to ask members of the public to report suspected undocumented immigrants to U.S. Immigration and Customs Enforcement (ICE). The MTA has given County Clerk Jastrzemski until 5:00 p.m. EST to remove all signs using this slogan.

The order follows a similar one to Erie County Clerk Michael Kearns, ordering him to cease and desist from using the trademarked phrase.

Copies of the MTA's letters to County Clerks [Jastrzemski](#) and [Kearns](#) are attached.

The phrase "if you see something, say something" was created in the aftermath of the terror attacks of Sept. 11, 2001 by Allen Kay, chairman and chief executive of the advertising agency Korey Kay & Partners, then working under contract for the MTA. The MTA subsequently trademarked the phrase, and has periodically permitted the phrase to be used for appropriate law enforcement and public safety purposes.

An image of County Clerk Jastrzemski's sign is available at this link: https://www.niagara-gazette.com/news/local_news/county-clerks-brace-for-...