

University Policy

University Procedure

Operating Standard

Guideline/Form

- 4.5 Commercial use of University Trademarks and Official Marks requires a non-exclusive licensing agreement between the user and the University prior to such use. Commercial use includes, but is not limited to, third.

3

l

u

7

p

- c) retain and provide the master artwork for University Trademarks and Official Marks, as required;
- d) monitor the use of University Trademarks and Official Marks and notify General Counsel of suspected unauthorized or improper use;
- e) be the first point of engagement to address unauthorized or improper use of University Trademarks and Official Marks;
- f) in collaboration with General Counsel, seek registration of new University Trademarks;
- g) in collaboration with General Counsel, establish non-exclusive license agreement form(s) for commercial use of University Trademarks and Official Marks;
- h) establish a database of licensing agreements for the commercial use of University Trademarks and Official Marks and track third party royalty payments payable under such agreements;

9 History

December 15, 2017	Approved.
January 1, 2018	Effective.
May 15, 2018	Editorial Revision. Updated “Student” definition.
January 1, 2020	Editorial Revision. Updated format and links.
May 29, 2023	Editorial Revision. Updated title.