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## **P. Trademark Licensing**

**1. Purpose.** This statement sets forth policies regarding the use of the University name and those distinctive letters, words, phrases, logos, or symbols (marks) used to distinguish the University from other organizations.

**2. Establishment of Regulations.** The University Administration shall establish regulations and procedures for a program for licensing the use of the University marks consistent with Board policies, applicable laws and regulations, and fair and equitable practices.

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