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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.

**3. Licensing Program Design.** The licensing program shall be designed to:

- Ensure the University marks are used appropriately, consistently, with high-quality reproduction, and to avoid misrepresentation of the University;
- Allow the University to share in the benefits derived from the commercial use of its identifying marks;
- Establish a cooperative relationship with licensees to assist in the further development of a market of officially licensed products of the University; and,
- Promote a relationship by which both the University and its licensees will benefit.

**4. Licensing Program Management.** The University shall contract with a marketing company specializing in the collegiate marketplace to manage the daily administrative activities.

**5. Use Restriction.** The licensing regulations shall require the names and marks of the University be used only on products of such a nature as to reflect positively on the image of the University. Examples of impermissible use of the names and marks of the University include, but are not limited to:

- The promotion of alcoholic beverages, tobacco, illegal drug products or products or services deemed to be of questionable moral value; and,
- Any manner which may be perceived as University endorsement of political candidates, political parties, or religious beliefs or organizations or beliefs.

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