UNIVERSITY POLICY
UNIVERSITY TRADEMARK LICENSING

POLICY
All wordmarks and logos registered by Slippery Rock University with the U.S. Office of Patents and Trademarks are the property of Slippery Rock University. It is Slippery Rock University policy that no trademark, service mark, mark, logo, insignia, seal design, slogan or other symbol or device associated with or referring to the University may be used without the permission of the Trademark Licensing Office. All merchandise bearing a registered University mark must be produced by a licensed vendor. Merchandise is defined as any item produced with the intent of selling, using as a promotional giveaway or for resale.

RATIONALE
This policy was developed by the University to protect its brand, fiscal reputation and meet legal obligations associated with trademark registration. The Trademark Licensing Office is charged with operationalizing the licensing policy. The Office strives to ensure the public can identify with and trust the quality of any product or service bearing any official Slippery Rock University mark.

PROCEDURE
The Trademark Licensing Office approves each use of the University's mark(s) on commercial products, whether for retail sale or for promotional purposes, before these products are manufactured, sold and distributed. Products determined to be unsafe or inappropriate will not be approved.

The Trademark Licensing Office determines whether a license and royalty payments are required for the product in question. If the product requires a license, the vendor or manufacturer must obtain a license through the University's licensing agent and must pay appropriate royalties to the University for the privilege of using a Slippery Rock University mark/s.

The University issues non-exclusive licenses through an independent licensing agency. The agency qualifies licensees and awards non-exclusive rights to use the University marks on licensed articles, collects royalties, ensures licensees meet a variety of product-quality and fair-labor standards and enforces SRU's ownership right of its registered marks, names and symbols. Information regarding applying for a license may be found at: http://www.sru.edu/offices/university-communication-and-public-affairs/licensing-trademarks-and-guidelines

Registered University marks, regardless of the intended use (commercial or non-commercial) can only be placed on licensed products.

University departments, registered student organizations or individuals wishing to
use University marks for non-commercial use must obtain prior approval from the Trademark Licensing Office.

University departments and student organizations may use only licensed vendors when purchasing products that bear University names and trademarks. The Trademark Licensing Office must approve any exceptions.

Registered student organizations must adhere and are subject to all institutional policies and regulations relating to the use of the name of the University and all other registered trademarks. Clubs and organizations may use the registered trademark "Slippery Rock University" and/or "SRU" as part of their official name only as: “XYZ organization at SRU” or “XYZ organization at Slippery Rock University.”

University publications such as brochures, informational materials and other non-commercial printed products should be reviewed by the applicable campus office to ensure that the trademarks and logos comply with University guidelines.

All requests for use of University trademarks by outside organizations for promotion or sponsorship purposes should be directed to the Trademarks Licensing Office.

Slippery Rock University will approve each use of its marks on a per product, per design basis. Licensees must submit each product or design to its licensing agent for approval by Slippery Rock University.

Slippery Rock University will not approve the use of its marks on the following products:

- Alcohol
- Tobacco
- Firearms
- Controlled Substances
- Sexually oriented products or designs
- Religious products or designs
- Political products or designs
- Games of chance

SRU will not approve the use of its name or marks in text or graphics which are judged to be sexually suggestive; denigrate other groups; or infringe on the rights of other trademark owners. SRU will not approve products which do not meet minimum standards of quality and/or good taste or are judged to be dangerous and/or carry high product liability risks.

SRU will not approve the use of its marks on any product or design which in its
sole judgment may violate NCAA rules. This applies to product designs incorporating:

- Jersey numbers, except on authentic or replica merchandise
- Photos or any other likeness of a student athlete
- Names of student athletes
- Nicknames of student athletes

SRU will approve products or designs incorporating only current marks. Marks which are obsolete or replaced by updated marks will continue to be protected by SRU but will not be approved for use in new products or designs.

**SCOPE**
This policy applies to all faculty, staff, students, external businesses and individuals seeking to use/using University marks.

Any person or entity using registered University marks without appropriate licenses or permissions, or using non-licensed vendors or products, shall be subject to institutional sanctions and loss of privilege; and all criminal penalties including seizure of counterfeit goods.

**RESPONSIBILITY FOR IMPLEMENTATION**
The Executive Director for Communication and Public Affairs and/or designee is responsible for administering this policy.

**Authority for Creation or Revision:**
President’s Cabinet
November 2007