

NUMBER: BUSA 3.06
SECTION: Business Affairs

SUBJECT: Office of Trademark and Licensing
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Policy for: All Campuses
Procedure for: All Campuses
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I. Policy

The use of any indicia of the University, including designs, trademarks, service marks, logo graphics and symbols which have come to be associated with the University must be approved and royalty payments established through the Office of Trademark and Licensing. The Director of Business provides administration, enforcement and supervision of this area.

II. Procedure

- A. Any use or partial use of any indicia must be approved by the Office of Trademark and Licensing.
- B. Anyone wishing to use indicia must complete an application for approval.
- C. The Office of Trademark and Licensing or the Collegiate Licensing Company, which is under contract by the University to support and enforce the licensing program, will review all applications. If approval is granted, written notification will be provided to the applicant(s).
- D. A contractual agreement will be executed to include terms and schedule of royalty payments due to the University.

Send comments to [Helen Zeigler](#)