

Oklahoma State University Policy and Procedures

COLLEGIATE LICENSING AND TRADEMARK USAGE

**1-0203
GENERAL
UNIVERSITY
August 2014**

Introduction

1.01 Oklahoma State University benefits from public recognition of its name, symbols, logos, and other identifying marks. These marks give a unifying image, which is critical to establishing a visual presence within the world of university communities. This image becomes identified with the quality of OSU's programs, products and services and distinguishes its programs from other universities.

1.02 Oklahoma State University has registered the names, logos and trademarks with the Patent and Trademark Office of the United States as well as the Oklahoma Secretary of State. Products bearing those marks and distributed for resale or used for other promotional purposes are subject to the licensing policies of the University. The University has delegated the responsibility for administration of these policies to the Office of Trademarks and Licensing located in the Office of Enrollment Management and Marketing.

1.03 The University's rights to its marks are governed by federal, state, and common laws. These laws place an obligation on the University to avoid consumer confusion and require that the use of any marks be monitored to avoid losing exclusive control.

1.04 The mission of the Office of Trademarks and Licensing is to ensure (1) proper use of those trademarks, service marks, logos, and insignias that have come to be associated with Oklahoma State University; (2) generate income to support and enhance the scholastic missions of Oklahoma State University; and (3) protect the university's reputation, good name and image by permitting only appropriate uses and assuring that only quality products bear the institution's name, initials or marks.

Policy

2.01 The following marks are currently registered in the name of Oklahoma State University with the United States Patent and Trademark Office:

OSU, O-STATE, PISTOL PETE, IGSHPA, GEOOUTLOOK, Oklahoma State University, Essentials of Fire Fighting, Institutional logo, OSUgiving.com, America's Brightest Orange, Block O, FPP, IFSTA, International Fire Service Accreditation Congress, Bedlam, America's Healthiest Campus, Vegas Strip Steak

2.02 The following marks are currently registered in the name of Oklahoma State University with the State of Oklahoma:

Orange Peel, Pulp, Okanola, KOSU 91.7 FM Oklahoma's Public Radio, Eddie Sutton Court, How Orange are You?, TV You'll Grow to Love, Oklahoma Gardening, Orange to the Bone, Nutraffin, Heartland Healthnet, Oklahoma Quality Beef Network and Women for OSU.

2.03 All other names, symbols, initials, or graphic designs of Oklahoma State University may be registered in the future or are protected by common law.

Procedure

3.01 Departments of the University ordering merchandise from outside vendors bearing a registered (or common law) trademark, trade name, service mark, or logo of Oklahoma State University must use an Officially Licensed Vendor. The licensee will be required to submit final artwork through the University's licensing agent. The vendor may produce the product and sell to the department after final artwork approval is granted.

3.02 Administration, Academic Units, and recognized and registered Student Organizations may use the marks in connection with their respective missions in furthering the interests of the University. Use by Student Organizations shall be limited to their own internal consumption.

3.03 The Office of Trademarks and Licensing has established licensed agreements with a number of suppliers who provide a variety of products. A complete list of all current licensees may be obtained by contacting the University's Licensing Director or by visiting trademarks.okstate.edu. Departments or student groups seeking a supplier must first review this list to determine if the requested items may be obtained from one of the current licensees. Only officially licensed vendors will be approved to produce merchandise bearing the Oklahoma State University marks.

3.04 The standard royalty rate will be charged on all items bearing a registered (or common law) trademark, trade name, service mark, verbiage, indicia or logo of Oklahoma State University.

Royalties may be waived if state funds are being used to pay for the items, except:

- When product is for resale
- The name, mark or logo of a third party is used with the University's trademark
- The product promotes a specific event for which a fee is charged

Requests for waivers must be documented in writing by the Office of Trademarks and Licensing prior to production.

3.05 Merchandise produced without written authorization may be considered “counterfeit” and subject to all available legal remedies, including seizure of the merchandise, in accordance with the Trademark Anti-Counterfeiting Act, Title 21, Section 1990 of the Oklahoma Statutes.

3.06 The names and marks of Oklahoma State University will not be used in the promotion of political campaigns, political cases, alcohol, tobacco, illegal or recreational drug products, profanity, racist, sexist, hateful, demeaning language or sexual acts. Incorporation of trademarks or copyrights not owned by the University is not permitted, unless written permission for such use is obtained by the Licensing Director from the mark or copyright owner.

3.07 The University marks are to be used only in the form registered, including the appropriate trademark designation, and may not be otherwise altered without the expressed authorization of the Office of Trademarks and Licensing. See the authorized style guide for the correct use and presentation of university marks.

3.08 Oklahoma State University does not permit the name of the University or any of its components to be utilized for commercial ventures, private promotions or for organizations or programs not directly sponsored by the University. This provision extends to the use of departmental names, educational projects, business units, functional locations, email or web addresses and telephone numbers designated for conducting “official business” on behalf of Oklahoma State University. Special considerations for such use may be made by a formal request to the Office of Trademarks and Licensing for approval by the president of the University or his/her designee.

3.09 Permission to use the University’s marks to be incorporated into private websites must be granted by the Office of Trademarks and Licensing. No objectionable links will be allowed to be placed on the website that contains the University’s marks. A disclaimer must be inserted at the bottom of the opening page of any private website containing the University’s marks that there is no official affiliation or endorsement granted by Oklahoma State University.

Revised June 2014

Approved by Faculty Council, August 2014

Approved by E-Team, August 2014