

# TENNESSEE TECHNOLOGICAL UNIVERSITY

# TRADEMARK POLICY

## FOR UNIVERSITY AND STUDENT ORGANIZATION USE

---

**ALL LOGOS, SEALS, NAMES, SYMBOLS AND SLOGANS** associated with the university are trademarks registered with both the state and federal government and are the exclusive property of Tennessee Technological University. Reproduction of these marks for resale, or other commercial purposes, must have university authorization. The Office of Communications & Marketing is responsible for protecting the use of university trademarks and for licensing commercial use of these marks.

---

### **WHAT IS COMMERCIAL USE (NON-EXEMPT)?**

**ITEMS FOR RESALE:** Selling products (such as cups, sweatshirts, balloons, boxer shorts, etc.) bearing university trademarks,

- Sales to campus and private retailers
- Sales to individual customers
- Sales at university sporting events
- Sales on campus by student groups with vending permits
- Sales for fundraising projects

**PROMOTIONAL USE:** Items which bear the trademarks of the University and those of a commercial business, such as a restaurant, which are either sold or given away, are promotional and considered commercial.

---

### **WHAT ACTIVITIES ARE EXEMPT FROM LICENSING?**

**IN-HOUSE USE OF TRADEMARKS:** University and registered student organizations, as defined by the university (i.e., official student organizations) may use trademarks of the university for “in-house” purposes such as on promo items, posters, signs and banners dealing with the on-campus activities of the organization, provided such use reflects positively on the university and the logos are reproduced accurately and consistent with university policy.

**SALES RESTRICTED TO CAMPUS EVENTS:** Official student organizations may sell or give away products (such as T-shirts) bearing the marks of the University combined with the names and logos of their organization or activity if such merchandise relates directly to an on-campus activity sponsored by that organization.

---

### **WHAT DO YOU NEED TO DO?**

**THE OFFICE OF COMMUNICATIONS & MARKETING MUST GRANT APPROVAL** to all outside vendors using the trademarks of the university even if they are producing it for a university affiliated group. If your organization is involved in any of the activities deemed to be commercial, the vendor from which you purchase merchandise must be licensed if at all possible. If your project falls in the exempt category, we must issue a waiver to your organization and the vendor. For additional information, please contact Bobbie Maynard at (931) 372-6525 or [BFMaynard@tntech.edu](mailto:BFMaynard@tntech.edu).

# COMPLETE AND PRINT THIS FORM.

**An original signature is required.**

**After signing, send the form to Box 5104 or deliver to Foundation Hall 215 with a copy of the art to be submitted for approval.**

**TENNESSEE TECHNOLOGICAL UNIVERSITY LICENSING WAIVER FOR UNIVERSITY AND REGISTERED STUDENT ORGANIZATIONS**

**UNIVERSITY OR REGISTERED STUDENT UNIVERSITY ORGANIZATIONS**, as defined by the university, using the names, marks, logos, seals and/or symbols of the university in any commercial venture, whether fundraising or promotional, are required to seek prior approval from Licensing. Products sold or given away bearing the trademarks of the university and the names or logos of a University or registered student organization, for the sole benefit of that organization, are exempt from the royalty fee charged commercial ventures. These products, however, must be purchased from licensed vendors whenever possible. The following waiver must be completed and signed by the appropriate representative of the university or registered organization and the associate vice president for Communications & Marketing prior to project initiation.

**NAME OF ORGANIZATION:** \_\_\_\_\_

**ACADEMIC YEAR:** \_\_\_\_\_ **ADVISOR:** \_\_\_\_\_

**UNIVERSITY INDEX NUMBER:** \_\_\_\_\_

**DESCRIPTION OF PROJECT:** \_\_\_\_\_

**LENGTH OF PROJECT:** \_\_\_\_\_

**PRODUCTS TO BE SOLD/GIVEN AWAY:** \_\_\_\_\_

**COST OF PRODUCTS:** \_\_\_\_\_ **SUPPLIER OF PRODUCTS:** \_\_\_\_\_

**I VERIFY THAT THE ABOVE ORGANIZATION** is a current university or registered student organization and that the fundraising/promotional project described above is only for the purpose of generating revenue for or promoting the organization, not for profit of an individual or business:

**SIGNATURE OF AUTHORIZED ORGANIZATION REPRESENTATIVE**

**DATE**

**THE ABOVE PROJECT** has been approved by the Office of Communications & Marketing and is exempt from the royalty charge:

**SIGNATURE OF ASSOCIATE VICE PRESIDENT FOR COMMUNICATIONS & MARKETING**

**DATE**