

09.02.99.R0.01 **Licensing and Use of University Names, Logos, and Trademarks**

Reviewed September 1, 2022

Next Scheduled Review: September 1, 2027



Procedure Summary

East Texas A&M University (the University) prohibits the use of its registered symbols, insignia, or other identifying marks without express written approval. For purposes of this procedure, this prohibition includes, but is not necessarily limited to, all registered marks to the university's name (past or present), abbreviations, symbols, emblems, logos, mascot, slogans, official insignia, uniforms, landmarks, or songs. Licenses will not be granted for the use of distinct marks on products that are not compatible with the university's image as a major institution for education, research, and public service.

The University took action to register its trademarks to ensure continued control over trademark use. Therefore, all products or services that feature university trademarks must be produced by licensed vendors.

The intent of this procedure is to ensure that the University retains the benefit and control of its trademarks. Any use of the university's trademarks is made with the express approval and consent of the University through a Trademark Licensing Agreement, and only under circumstances benefitting the University, its students, personnel, and educational mission.

Use of the university's logo, unit lockups, names, school colors, mascot or imagery must strictly adhere to the university's Brand Guidelines and must not be altered in any way.

Procedures and Responsibilities

1 ADMINISTRATION

The President has delegated the authority to approve the use of university identifying marks to the Office of Marketing Communications which will:

- 1.1 Register the marks with state, national, and international governing bodies.
- 1.2 Ensure all use of logos, unit lockups, names, school colors, mascot, and design, including fonts, color palette, photography, imagery icons, bullets, and templates strictly adhere to the university's Brand Guidelines.
- 1.3 Approve the use of the university's registered marks.

- 1.4 Negotiate and consummate agreements for the commercial use of registered marks.
- 1.5 Monitor sales reports and accounts for royalties paid by licensees for the use of the university's registered marks.
- 1.6 Monitor the marketplace to control unlicensed use. (For purposes of this procedure, "commercial" shall be construed to include both for-profit and not-for-profit businesses.) Unlicensed vendors, who sell goods bearing university registered marks, will be required to obtain a license and pay royalties, or withdraw the goods from sale.
- 1.7 Monitor use of vendors. If it is discovered that a university department or recognized student organization has utilized an unlicensed vendor, that group will be informed, and the vendor will be ineligible to become licensed in the future.

2 APPROVED USAGE

- 2.1 Athletic conferences in which the University holds membership will be allowed to use all university registered marks associated with the athletic teams. There will be no payment of royalties when university registered marks are used in the media or on non-commercial promotional items that include registered marks of the conference and/or other member institutions.
- 2.2 The affiliation agreement between the University and the East Texas A&M Alumni Association grants the association permission to use the university's name and logos, for the expressed purpose of developing programs, materials, and correspondence in support of the University and Alumni Association. The association will submit the design work to the Marketing Communications department for review before production.
- 2.3 University departments and recognized student organizations must:
 - 2.3.1 Seek advance written approval to use university marks on commercial products or service promotions.
 - 2.3.2 Have the design approved by the Marketing Communications department before production of the merchandise can proceed.
 - 2.3.3 Purchase the products from a currently licensed vendor.
 - 2.3.3.1 When such products are sold as fundraisers to the general public, the licensed vendor will be required to make contracted royalty payments.

- 2.3.3.2 When such products are sold to the organization membership only, bear the name of the organization, and are not sold to a third-party, the sponsoring student organization may seek a royalty waiver from the Office of Marketing and Communications on behalf of the licensed vendor producing the products. Any resulting income from such use is to be placed in the treasury account of the organization.
- 2.4 The University prohibits the use of any of its word marks, logos, or other branding in any form in connection with partisan political activity of any kind and the endorsement, support, or promotion of political candidates or legislative initiatives.
- 2.5 The University prohibits the use of any of its word marks, logos, or branding in the name of a commercial business, in advertising commercial services, or on periodic commercial publications.
- 2.6 The University prohibits the use of any of its word marks, logos, or branding in such a way that implies university ownership or endorsement.
- 2.7 Any usage of the university word marks, logos, or branding cannot be co-opted or used in conjunction with any other commercial or private entity. The university word marks and logos cannot be used with any other word marks or logos.
- 2.8 Noncompliance with this procedure may be considered grounds for disciplinary action up to and including termination of employees or expulsion of students.

3 SALES

Individuals who desire to sell merchandise on the campus must obtain a formal contract with the University for such sales. Contracts for sales must be initiated through Procurement Services.

- 3.1 Any merchandise offered for sale to the public that carries a licensed mark for the University must be pre-approved by the Office of Marketing and Communications.
- 3.2 Any merchandise offered for sale to the public by a department or organization must have been acquired in accordance with university purchasing guidelines and be in compliance with the University Brand Guidelines (tamuc.edu/brand-guidelines).
- 3.3 Merchandise offered for sale must be in agreement with any contracts the University might have with various corporations, (e.g., Texas Book Company).

Related Statutes, Policies, or Requirements

System Policy [*09.02, Use of System Names and Indicia*](#)

System Policy [*32.02, Discipline and Dismissal of Employees*](#)

[University Brand Guidelines](#)

Revision History

Approved June 2, 2005

Revised June 22, 2009

Reviewed December 2, 2013

Revised November 7, 2024 (University Name Update)

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