

Office of the President
University Policy

SUBJECT: TRADEMARK LICENSING	Effective Date: 1-28-14 Amended: Dec 1, 2023	Policy Number: 1.5
	Supersedes: Policy Memorandum 1-6-97	Page Of 1 5

- e. Promote the University in a consistent and uniform manner so as to enhance the University's reputation, name and image.

II. General Policy Guidelines:

- a. The Office of Brand Development, Licensing and Marketing (BDLM) has the responsibility for maintaining, managing, and licensing the logos, symbols, indicia, and other marks of the University. The use of any Trademark that identifies, or is associated with, Florida Atlantic University may not be used without the approval of the BDLM Administrator or designee.
- b. The University has entered into an agreement with an exclusive licensing agent, which is responsible for administering FAU's licensing program, including processing applications, collecting royalties, enforcing trademarks and pursuing new market opportunities. Only a registered licensee may produce promotional products, merchandise, uniforms, etc. bearing the Trademarks. University Colleges, Departments or Divisions designing merchandise with a Trademark must use a registered licensee. The BDLM office may provide assistance to those seeking to obtain a license from the exclusive licensing agent.
- c. A single order supplier agreement for a non-licensee could be granted by BDLM office, if an item bearing the trademark is unable to be produced by a current licensee. Typically, a fee will be associated with the single order supplier agreement.
- d. The following list contains example of products and images that should not be used in conjunction with the Florida Atlantic University Trademarks. This list is not all-inclusive.

- Products that can be used to injure, kill, or present a high risk of liability exposure.
- Tobacco, nicotine related products and some alcohol-related products.
- Controlled substances and illegal drugs.
- Weapons
- Sexually suggestive products or language.
- Products that are or depict hateful, demeaning, or degrading language or statements.
- Products that use profanity.
- Products that contain statements impugning other universities.
- Art and graphic designs depicting or endorsing tobacco, illegal drugs, firearms, other weapons or some alcohol-related products.
- Art representing racist, sexist, or hateful images.
- Art associated with profanity, demeaning, or degrading language.
- Art depicting sexual acts.
- Art and statements impugning other universities.

Other promotional uses may be prohibited when deemed inconsistent, harmful or detrimental to mission, image or integrity of the University.

Commercial Solicitations that relate to the promotion or consumption of some alcoholic beverages, tobacco, or products or services that are contrary to the policies or mission of the University, are prohibited.

Any and all uses of the names, images, likeness and/or numbers of Florida Atlantic University student-athletes must comply with university policies and applicable NCAA regulations. Questions should be directed to Brand Development, Licensing & Marketing Office, who will consult as appropriate with Florida Atlantic University Athletics.

University trademarks cannot be used by private and/or corporate businesses in the sale of commercial products or advertising. University trademarks cannot be incorporated into off-campus business telephone numbers, internet addresses or internet domain names.

In instances where there is uncertainty regarding the appropriate use of any Florida Atlantic University trademarks, the Director of Brand Development, Licensing, and Marketing, along with the Vice President of Public Affairs, will determine the best course of action.

- e. Merchandise bearing the Trademarks and produced without proper authorization may be

INITIATING AUTHORITY: Vice President, Public Affairs

POLICY APPROVAL
(For use by the Office of the President)

Policy Number: 1.5

Initiating Authority

Signature: _____ Date: _____

Name: _____

Policies and Procedures

Review Committee Chair

Signature: _____ Date: _____

Name: _____

President

Signature: _____ Date: _____

Name: _____
