



## 09.02.99.D0.01

# Licensing and Use of University Names, Logos, and Trademarks

Approved: June 28, 2010

Revised: June 17, 2013

October 22, 2015

Next Scheduled Review: October 22, 2018

---

## Procedure Statement

---

Texas A&M University-Central Texas (A&M-Central Texas) prohibits the use of any of its registered symbols, insignia, or other identifying marks without express written approval. For purposes of this University 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 image of the University as a major institution for education, research and public service.

---

## Reason for Procedure

---

The purpose of this procedure is to ensure that the University retains the benefit and control of its registered symbols, insignia, or other identifying marks.

---

## Procedures and Responsibilities

---

### 1. GENERAL

Any use of the University's trademarks is made with the express approval and consent of the University through a Collegiate Licensing Agreement, and only under circumstances benefiting the University, its students and personnel, or educational mission. The University took action to have its trademarks registered to ensure the University's continuing control over their use. All products or services that feature University trademarks must be produced by licensed vendors.

### 2. ADMINISTRATION

2.1 The President of A&M-Central Texas has delegated the authority to approve the use of University identifying marks for printing, advertising, or other public distribution to the Director of Public Engagement and Brand Strategy. The

responsibilities of the Director of Public Engagement and Brand Strategy include, but are not limited to:

- 2.1.1 Register the University marks with state, national, and international governing bodies.
  - 2.1.2 Develop and evaluate publication guidelines beyond this procedure for use by all University departments and recognized student organizations.
  - 2.1.3 Approve the use of the University's registered marks.
- 2.2 The President of A&M–Central Texas has delegated the authority to approve the use of University identifying marks for use in commerce to the Vice President for Finance and Administration. The responsibilities of the Vice President for Finance and Administration include, but are not limited to:
- 2.2.1 Develop and evaluate licensing/trademark guidelines beyond this procedure for use by all University departments and recognized student organizations.
  - 2.2.2 Negotiate and consummate agreements for the commercial use of registered marks.
  - 2.2.3 Monitor sales reports and accounts for royalties paid by licensees for the use of the University's registered marks.
  - 2.2.4 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 assessed the licensing fee.
  - 2.2.5 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 sell.

### 3. APPROVED USAGE

- 3.1 With prior written approval, the University's marks may be used for printing, advertising, or other public distribution by all university departments and recognized student organizations, as long as such use is in support of the University's mission and is in accordance with publication guidelines developed by the Director of Public Engagement and Brand Strategy.
- 3.2 With prior written approval, the University's marks may be used for commercial purposes by all university departments and recognized student organizations as long as such use supports the University's mission and is in accordance with

licensing/trademark guidelines developed by the Vice President for Finance and Administration.

3.3 The University prohibits the use of any of its marks in any form in connection with partisan political activity of any kind, and the endorsement, support, or promotion of political candidates or legislative initiatives.

3.4 The University prohibits the use of any of its marks in the name of a commercial business, in advertising commercial services, or on periodic commercial publications without a proper licensing agreement as administered by the Vice President for Finance and Administration.

3.5 The University prohibits the use of any of its marks by non-university entities in such a way that implies university ownership or endorsement.

#### 4. SALES

4.1 Individuals who desire to sell merchandise on the A&M–Central Texas campus must have a formal contract with A&M–Central Texas for such sales. Contracts for sales must be initiated through the Office of the Vice President for Finance and Administration.

4.2 Any merchandise offered for sale to the public that carries a licensed mark for A&M–Central Texas must be pre-approved by the Office of the Vice President for Finance and Administration.

4.3 Any merchandise offered for sale to the public by a department or organization must have been acquired in accordance with University purchasing guidelines.

4.4 Merchandise offered for sale must be in agreement with contracts the University might have with various corporations, e.g., bookstore operations contractor.

---

## Related Statutes, Policies, or Requirements

---

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

---

## Contact Office

---

Office of the Vice President for Finance & Administration  
(254) 519-5498