

Auburn University

Office of Trademark Management & Licensing

Policies and Procedures

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Did you know ...

- ...Auburn University has 15 trademarks that it licenses?**
- ...since 1995, more than \$4 million, was generated for student scholarships through royalties earned from the sales of officially licensed Auburn products?**
- ...in 2001 more than \$26.3 million of Auburn merchandise was sold at retail?**
- ...more that \$2.7 billion in collegiate merchandise is sold every year at retail?**
- ...Auburn has more than 500 companies producing University merchandise?**

Purpose and Mission of Auburn University's Office of Trademark Management & Licensing

The mission of the Office of Trademark Management & Licensing is three-fold:

- C To ensure proper use and application of Auburn University trademarks.
- C To strengthen the trademarks through relationships with retailers, licensees, campus departments, student organizations, alumni, and fans.
- C To generate revenue that funds academic and athletic scholarships.

In 1981, Auburn University created its trademark management and licensing program to establish a foundation for promoting and protecting the use of its trademarks. Over the years, the traditions and spirit shared by the Auburn family have increased the demand for association with and products that feature the University's trademarks. The use of AU's trademarks extends through all facets of the University. Therefore, it has been the practice that the Office of Trademark Management & Licensing be overseen by a senior administrator who maintains a university-wide perspective. As such, this function is under the direction of the Office of the Executive Vice President. The University has contracted with The Collegiate Licensing Company (CLC), the nation's leading collegiate licensing and marketing representative, to enhance the University's efforts in this area. The CLC Consortium consists of more than 180 universities, bowl games, conferences, the NCAA and the Heisman Trophy. Based in Atlanta, CLC provides its member institutions with expertise, resources, and experience necessary to maximize licensing revenue potential through the power of consolidation.

Colleges and universities are not alone in the promotion, protection, and licensing of its trademarks. The licensing concept has been around since the advent of the entertainment and fashion industry. Well known companies such as Disney, Coca-Cola and John Deere have used licensing to enhance its marketing and brand recognition efforts by allowing other companies to use its trademarks on merchandise. While at one point in the evolution of licensing, it was merely a means to protect a property's ownership of a logo, licensing is now being used to as a marketing tool by companies that understand the value that their trademark/brand has in the minds of its consumers.

Auburn University
Office of Trademark Management & Licensing
Policies and Procedures
Page Two

What is a Trademark?

A trademark (or mark) is any logo, symbol, nickname, letter(s), word, slogan, or derivative used by an organization, company or institution to identify its goods/services and distinguish them from other entities or competitors.

Any reference to the University or trademarks adopted hereafter and used or approved for use by Auburn University shall be subject to the policies and procedures of the Office of Trademark Management & Licensing. Additionally, any derivations of the University marks which would cause consumers to erroneously believe that the product originated from or was sponsored or authorized by the University shall also be covered by the trademark licensing program policies and procedures.

Who Needs a License?

Licenses must be obtained for the use of any AU trademark, image, or photograph used on any packaging (including hangtags, stickers), signage, or product sold to the general public or to campus departments and organizations. In addition, promotional licenses must be obtained by companies or organizations wanting to associate with the University through any use of its trademarks.

Auburn University reserves the right to prohibit the use of its trademarks with certain issues and products, such as alcohol, tobacco, candidates for public office, those products that infringe upon another entity's trademarks, or would be considered in poor taste by the general public. The University will not license products that do not meet minimum quality standards, are not in good taste, or items considered dangerous or high risk.

For more information about the University's Office of Trademark Management & Licensing or for a current list of licensed manufacturers, visit our website at <http://www.auburn.edu/trademarks>.

Auburn University
Office of Trademark Management & Licensing
Policies and Procedures
Page Three

Policies and Guidelines for Campus Departments and Student Organizations

Use of Auburn University's name or other Auburn trademarks with an organization name implies association with the University. Therefore, only those student organizations that are officially recognized by the SGA and official campus departments are allowed to use AU trademarks in conjunction with their name.

To ensure consistency in the use of the University name and logos, all products, signage, or packaging bearing reference to Auburn University must be produced by licensed manufacturers. The licensed manufacturer will submit the design for approval on behalf of the organization/department and remit royalties to CLC. All designs must be approved by the Office of Trademark Management & Licensing before production. If there are questions concerning the design, the organization/department representative may contact the Licensing Office directly. Using only officially licensed companies to manufacture AU merchandise ensures that the company has provided appropriate product liability insurance and signed the University's labor code of conduct agreement.

Royalties collected for using AU marks support the University's general scholarship fund. Therefore, royalties are due on all AU merchandise regardless of the purpose for which it is produced. This includes items given away at conferences, workshops, or clinics where a registration fee is required and the price of the premium item has been included in the fee. Fund-raising projects that use AU's trademarks on products are not exempt from royalty payment.

Use of trademarks or other intellectual property owned by a third party must be approved by that entity in writing and submitted to the Licensing Office along with the desired artwork. For example, if you wish to use artwork, slogans, or trademarks created by someone not associated with your department or organization, a written release allowing for such use is required before Auburn will grant design approval.

Recognized student organizations and campus departments may include a sponsor name/logo along with University trademarks on products and certain forms of advertising. However, the student organization/department's name must be included in the design to communicate that the relationship is a partnership with a particular group and not an endorsement by the University as a whole. Based on the scope of the program, a rights fee may be assessed to the sponsor to associate its name with Auburn University. University departments will need to secure approval of any joint advertisement from the Licensing Office and University Relations.

The University has more than 500 licensees nationwide with numerous in-state and locally licensed companies. A list of local licensees or a complete list of AU licensees can be obtained from the Licensing website at <http://www.auburn.edu/trademarks>.
