

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.

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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.

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| 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. |
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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>.

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Policies and Guidelines for Non-AU Use
(Includes booster clubs, individual and commercial use)

Use of Auburn University's name and trademarks by organizations that are not official University departments or recognized student organizations, will be reviewed on a case-by-case basis. Below are the basic guidelines that will be followed:

1. The University recognizes that there are many groups that support the institution from academics to athletics (i.e. booster clubs). However, any group wanting to use University trademarks on product, regardless of use, must purchase the product from a current University licensee. By supporting the University's licensing initiatives, organizations can assist the University by ensuring that products bearing an AU logo are of the highest quality and meet all insurance and contractual requirements. The licensee is responsible for getting the design approved by the Office of Trademark Management & Licensing and remitting the University's royalty on the wholesale price of the product.
 2. If a booster club wishes to utilize one of Auburn University's trademarks in their logo, written permission must be obtained from the Office of Trademark Management & Licensing. The verbiage "supporting Auburn University" or "supporting XXX at Auburn University" must be included on all letterhead, publications, etc. All materials using the University logo must be submitted for approval before production.
 3. Booster clubs may use sponsor names on merchandise only with written approval from the Office of Trademark Management & Licensing. The organization's name must be included in the design to communicate that the relationship is a partnership with the organization and not the University. Based on the scope of the program, a rights fee, in addition to royalties, may be assessed.
 4. Businesses may use the University trademarks in a non-permanent fixture (i.e. window painting, removable lettering on marquees) supporting University events.
 5. Businesses may not establish a permanent statue, mural or icon that includes the University trademarks or likeness without written permission from the Office of Trademark Management & Licensing.
 6. Businesses or organizations may not use the trademarks of the University in any type of advertisements, on web sites or on banners, etc., without written permission from the Office of Trademark Management & Licensing.
 7. Businesses may not produce merchandise for resale or give-away that utilizes the University's trademarks and its name and/or logo without written permission from the Office of Trademark Management & Licensing.
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Policies and Guidelines for Non-AU Use, Cont.

8. Businesses may not use University trademarks to promote their products or services in print advertising, radio or television without a promotional contract in place or written permission from the Office of Trademark Management & Licensing.
 9. Individuals or businesses may not use University trademarks on a website without written permission from the Office of Trademark Management & Licensing. If approved, the University will provide a disclaimer that must be used on the site.
 10. Individuals or organizations may not utilize the University's trademarks in conjunction with a candidate for political office or policy/legislative issue without written permission from the Office of Trademark Management & Licensing.
 11. Traditionally, the University does not allow its trademarks to be used in conjunction with not-for-profit organizations.
 12. Rights fees and royalties for the use of the University trademarks in all instances may be assessed.
 13. The University has more than 500 licensees nationwide and numerous in-state and locally licensed companies. A list of licensees by product category can be obtained from the Office of Trademark Management & Licensing or on the website at <http://www.auburn.edu/trademarks>.
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