

# UP 09.02.99.H0.01 Licensing and Trademark Usage



Approved: August 2016  
Next Scheduled Review: August 2021

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## Procedure Statement

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Texas A&M University-Texarkana (A&M-Texarkana) prohibits the use of any of its registered symbols, insignia, other identifying marks, or still and moving images without express written approval. For purposes of this procedure, this prohibition includes, but is not necessarily limited to, all trademarked and registered marks, including 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.

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## Reason for Procedure

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The intent of this procedure is to ensure that the university retains the benefit and control of its trademarks and to facilitate the process for granting authorization for legitimate internal and third-party use of the university's 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 benefiting the university, its students and personnel, or educational mission.

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## Procedures and Responsibilities

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### 1. ADMINISTRATION

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

- 1.1 Register the university's marks with state, national, and international governing bodies;
- 1.2 Approve the use of the university's registered marks;
- 1.3 Negotiate and consummate agreements for the commercial use of registered marks; and
- 1.4 Monitor sales reports and accounts for royalties paid by licensees for the use of the university's registered marks.

## **2. VENDOR MONITORING**

- 2.1 Vendors without a trademark license (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.
- 2.2 Purchase orders requiring artwork and/or the use of A&M-Texarkana symbols, insignia, or other identifying marks must be approved by the Marketing Director or a designated representative.
- 2.3 If it is discovered that a university department or recognized student organization has utilized a vendor without a trademark license, the group and the vendor will be informed, and the vendor will be given an opportunity to apply for licensing. If the vendor does not comply, their ability to do business with the University will be revoked.

## **3. APPROVED USAGE**

- 3.1 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.
- 3.2 Affiliation agreements between the university and affiliated groups (A&M-Texarkana Alumni Association, Women for A&M-Texarkana, A&M-Texarkana Young Professionals, and the A&M-Texarkana Foundation) grant these associations 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 the affiliated group. The group will submit the design work to the Marketing Director for review before production.
- 3.3 University departments and recognized student organizations must:
  - 3.3.1 Seek advance written approval to use university marks on commercial products or service promotions (for purposes of this procedure, commercial shall be construed to include for profit and not for profit businesses);
  - 3.3.2 Have the design approved by the Marketing Director before production of the merchandise can proceed; and
  - 3.3.3 Purchase the products from a licensed vendor.
- 3.4 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.
- 3.5 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.

- 3.6 The University prohibits the use of any of its word marks, logos, or branding in such a way that implies university ownership or endorsement, which can include but is not limited to unofficial websites, unofficial clubs and organizations, articles or advertisements for publications, etc., except in cases where the university creates a partnership or agreement and approves the usage.
- 3.7 Trademarks of A&M-Texarkana will not be used in the promotion of gambling, alcoholic beverages, tobacco products, “recreational” drugs, or drug-related paraphernalia. The University reserves the right to prohibit other uses that it deems inappropriate or inconsistent with its image and mission.
- 3.8 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 without consent from the university and artwork approval by the Marketing Director. The university word marks and logos cannot be used with any other word marks or logos without permission.

#### 4. SALES

- 4.1 Individuals who desire to sell merchandise on the A&M-Texarkana campus must have a formal contract with A&M-Texarkana 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-Texarkana must be pre-approved by the Marketing Director or designee.
- 4.3 Any merchandise offered for sale to the public by a department or organization must have been acquired in accordance with [University Procedure 25.07.03.H0.01, \*Acquisition of Goods and/or Services\*](#).
- 4.4 Merchandise offered for sale must be in agreement with contracts the University might have with various corporations, e.g., Follett Higher Education Group, Inc.

#### 5. LICENSING

Texas A&M University-Texarkana has teamed with Learfield Licensing Partners to license and oversee the use of its logos and trademarks in an effort to protect the integrity and usage of the marks. Vendors are expected to work directly with Learfield when using Texas A&M University-Texarkana’s marks.

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### Related Statutes, Policies, or Requirements

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[System Policy 09.02, \*Use of System Names and Indicia\*](#)  
[System Regulation 60.01.01, \*Association with Affiliated Organizations\*](#)  
[University Procedure 25.07.03.H0.01, \*Acquisition of Goods and/or Services\*](#)  
[Branding Guidelines](#)

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**Contact Office**

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Approved:

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*8/12/16*

Date