

OAKLAND UNIVERSITY

ADMINISTRATIVE POLICIES AND PROCEDURES

450 LICENSING OF UNIVERSITY NAME, LOGO, AND SYMBOLS

SUBJECT:	LICENSING OF UNIVERSITY NAME, LOGO AND SYMBOLS
NUMBER:	450
AUTHORIZING BODY:	BOARD OF TRUSTEES
RESPONSIBLE OFFICE:	UNIVERSITY COMMUNICATIONS AND MARKETING
DATE ISSUED:	MAY 1994
LAST UPDATE:	AUGUST 2023

RATIONALE: To promote and protect the University's Name and Marks, to encourage OU merchandise sales on and off campus.

POLICY: Any person, business, merchant, vendor or other entity wishing to use the Oakland University Name, Logo, Marks (including athletics and non-athletics marks) or Other Symbols for Commercial or Non-Commercial purposes (including the production of OU items for University promotional purposes), must first obtain approval from the University Communications and Marketing department directly and/or through a procedure that requires use of a Licensed Manufacturer.

This policy also prohibits the display of the Oakland University Name, Logo, Marks or Other Symbols on Internet Web sites by way of software agreements, hosted solutions and application service providers without obtaining a license or prior authorization by the VP of University Communications and Marketing department. The OU Community must not agree to such usage rights (see related OU AP&P #870 Software Regulations).

SCOPE AND APPLICABILITY: This policy applies to any person, business, merchant, vendor or other entity wishing to use the Oakland University Name, Logo, Marks or

Other Symbols for Commercial or Non-Commercial purposes.

Use of the University's Name or Other Marks for Commercial purposes without obtaining a license or prior written authorization by the VP of University Communications and Marketing department constitutes a trademark infringement, which is prohibited by state and federal law.

DEFINITIONS:

Oakland University Name means "Oakland University," "OU," "Oakland," "Golden Grizzlies," "Grizzlies," or the names of different departments, events, sports or facilities of, or associated with, the University.

Logo, Marks or Other Symbols are the designs, trademarks, service marks, logo graphics, and/or symbols that have come to be associated with the University such as, but not limited to, the sail, the seal and the Grizzlies marks.

Commercial Use means the use of the service marks, trademarks or logos on or in products that will be offered for sale or resale.

Non-Commercial Use means the use of the service marks, trademarks or logos on or in products that will be given away by the OU Community as University or departmental promotional items.

OU Community includes all Oakland University faculty, staff, and recognized clubs, departments, corporate partners and organizations.

Licensed Manufacturer is a person, corporation or other entity that is approved to produce merchandise bearing OU Service Marks, Trademarks, Logos or Name(s).

PROCEDURES: Members of the OU Community who wish to order OU-Trademarked items for sale or promotional purposes should visit www.oakland.edu/licensing to view an up-to-date list of approved vendors from which to choose. Persons and departments ordering items for resale will be charged a royalty fee. Student organizations must work through their faculty adviser to develop and order OU merchandise.

Collegiate Licensing Company (CLC) manages processes with vendors and retail outlets. All designs utilizing University Names and Marks are submitted electronically to CLC's Brand Manager 360 platform.

CLC will forward questions regarding University Name, Logo or Symbols to the University Communications and Marketing department.

Vendors interested in becoming licensed must contact:
Collegiate Licensing Company (CLC)
1075 Peachtree Street, Suite 3300
Atlanta, GA 30309
Phone: 770.956.0520
Fax: 770.955.4491

RELATED POLICIES AND FORMS:

OU AP&P #488 University Communications

OU AP&P #870 Software Regulations

APPENDIX: