

# South Dakota School of Mines and Technology

## Policy Manual

**Subject:** Trademark Licensing

**Number:** Policy V-C-2

### Policy

Official university logos, wordmarks, nicknames, series of letterings, and acronyms are trademarked with the United States Patent & Trademark Office. Use of trademarks by vendors outside of the university require the vendor to be licensed for the trademark to be reproduced on any merchandise for resale or freely distributed. All licensing is to be handled by the designated university licensing director or designee.

### Procedures

1. Entities wishing to order merchandise with University marks must confirm vendor's status as an active Licensee before ordering.
2. Recognized student clubs and organizations may use the designated University trademarks and logos as outlined in the university brand guidelines and with permission and in accordance with Licensing Policy and Procedures.
3. Individuals or businesses wishing to reproduce University trademarks must complete and submit the Non-Exclusive Licensing form with payment before use is authorized.
  - a. Licensing agreements are for 1 year and are based upon the calendar year.
  - b. The Non-Exclusive Licensing form is available from the University Licensing Director.
  - c. Licensing Director will maintain the "University Approved" licensed vendor list.
4. Approval will not be given for items of poor quality, that are not representative of the institution's mission, or whose resale does not benefit the institution financially.
5. Items produced are subject to royalties.
6. A one-time use license may be granted for a product not available from current licensed vendors.
7. Purchase orders will not be issued to vendors who are not licensed with the University.

### Exceptions

1. Official school uniforms or practice gear that is provided free to athletes or participants.
2. Printed material. Contact the Office of Marketing and Communications.

3. Royalties on items for internal use that remain property of the University and are not distributed to the public.
4. Royalties on items donated to the University.

**SOURCE: University Bookstore September 2020**