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## GUIDELINES FOR UNIVERSITY TRADEMARK USE BY STUDENT AND CAMPUS ORGANIZATIONS

### 1. INTRODUCTION

Iowa State University benefits from public recognition of its names, symbols, logos and other identifying marks (Marks). The University has delegated the management of these Marks to the Office of Business and Finance Trademark Licensing Office (Trademark Licensing) and has contracted with The Licensing Resource Group for administrative and marketing services. The University's registered student and campus organizations (Organizations) are granted the privilege of using the marks due to their official registration status with the University. Trademark Licensing, the Student Activities Center, and Campus Organizations Accounting Office have guidelines and procedures in place for trademark usage among the registered Organizations, such as the residence halls, clubs, student association chapters, Greek chapters, etc. The following *Guidelines for University Trademark Use By Student and Campus Organizations* (Student Use Guidelines) are established in compliance with the *Iowa State University Trademark Management Policy* (Policy), the *Licensing Program Guidelines for The Use Of Iowa State University's Marks* (Program Guidelines) and *Guidelines for the Internal Use of Iowa State University's Marks* (Internal Guidelines) to provide consistent use of the Marks.

### 2. LAW, OWNERSHIP, AND MANAGEMENT OF MARKS

Federal, state, and common laws govern the University's rights to its Marks. These laws place an obligation on the University to avoid consumer confusion and require that the use of any Marks be monitored to avoid losing exclusive control. The University owns federal service mark registrations and trademark registrations on its Marks, which assist in enforcing and maintaining these rights. Trademark Licensing and The Licensing Resource Group are responsible for the legal protection of the Marks, which includes approving users of the Marks and approving the use of the Marks. This legal protection is accomplished in two

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ways: (i) through Trademark Licensing and The Licensing Resource Group, individuals, organizations, and businesses are granted the right to use the Mark; licensing agreements provide the necessary control required by the Federal trademark law; and (ii) through consistency in the use of the Marks within the University.

To promote and protect the university's image and to comply with Federal trademark laws, Trademark Licensing must approve use of the university's trademarks on commercial products. The Student Use Guidelines are in place to assist Organizations in the proper use of the University's trademarks. It is important to the University that students recognize the importance of monitoring and protecting these Marks and to become knowledgeable and skillful in their protection. It also promotes fair and equitable treatment of our licensees and avoids unfair competition with our retailers.

### 3. APPROVAL & MONITORING ORGANIZATION USES

All internal uses of the Marks by Organizations are monitored or approved by Trademark Licensing or Campus Organizations Accounting Office. Trademark Licensing monitors the use of the Marks when used on printed material such as letterhead, flyers, newspaper advertising, websites, etc. to identify or advertise Organization activities. Upon request, Trademark Licensing will review any printed materials before they are produced. However, if the Marks are used on products such as t-shirts, mugs, pencils, caps, etc. to identify or advertise an Organization, approval must be obtained from Trademark Licensing and purchases must be made from licensed vendors.

Approved use of the Marks will be based on current design standards (see Section 5 of this document, and/or Licensing Program Guidelines and/or Internal Guidelines), the verification of the Organization status, and identification of the Organization name on the product. If the Marks are used on printed materials or products that require use of an Organization's funds, the financial transactions must be conducted through the Campus Organizations Accounting Office.

Organizations that qualify for a website must follow the Student Activities Center's Guide to Student Organization Web Space ([www.stuorg.iastate.edu/start/](http://www.stuorg.iastate.edu/start/)) and follow the University's Domain Name

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Services and Internet Name Policy ([www.ait.iastate.edu/policy/dns.html](http://www.ait.iastate.edu/policy/dns.html) and [www.ait.iastate.edu/policy/dns-addendum.html](http://www.ait.iastate.edu/policy/dns-addendum.html)). Student Organizations can use university trademarks (Iowa State words, symbols and graphics) on their web sites only if those web sites are in the iastate.edu domain. Web sites with "iastate.edu" in their URL meet this qualification. The Organization's web site must contain the officially registered name of the Organization as specified in Section 5.A. Use of the University's trademarks is not allowed on Organization websites hosted outside the university. In addition, registering a domain name that uses Iowa State trademarks (for example, iowastatehikers.com or cyclonegourmets.com) is prohibited.

Organizations are required to have custom orders for products with the Marks produced by licensed vendors. A list of licensed vendors is available directly from Trademark Licensing (294-4402), Trademark Licensing's web site ([www.trademark.iastate.edu](http://www.trademark.iastate.edu)), a link from Student Activities Center's web site ([www.sac.iastate.edu](http://www.sac.iastate.edu)) and a link from Campus Organizations Accounting Office web site ([www.adp.iastate.edu/vpbf/camp\\_org/home.html](http://www.adp.iastate.edu/vpbf/camp_org/home.html)).

#### 4. ROYALTY, EXEMPTIONS, AND PAYMENT VOUCHERS

Custom orders for licensed goods are subject to the standard 8% royalty. An exemption is not automatically granted for a waiver of royalties for the items purchased by an Organization. The Organization must apply for an exemption by completing an Internal Trademark Use request form. An exemption may be granted to officially registered Organizations that sell product **at cost** to its membership. An exemption will **NOT** be granted to officially registered Organizations that sell product to its membership above cost or for fundraising.

Items purchased by the Organization for fundraisers need not contain the officially registered name of the Organization as specified in Section 5.A. Notwithstanding the foregoing, all product purchased by the Organization for its members to utilize when representing their Organization must contain the officially registered name of the Organization as specified in Section 5.

Products purchased for the express purpose of raising funds through periodic sales for the Organization must follow the Activity Authorization procedures in the Student Organization Resource Manual (SORM) and Campus Organizations

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Accounting Office procedures. Trademark Licensing may require copies of completed forms for verification from the Student Activities Center.

When an Organization submits a request for a royalty exemption, an Internal Trademark Use Form must be completed containing the contact person placing the order, a university contact (organization advisor) that has reviewed the design, number and description of the products ordered, the intended use and a copy of the design. A request for a royalty exemption will be rejected without a completed form or an attached design. Internal Trademark Use forms are available at Trademark Licensing's website ([www.trademark.iastate.edu](http://www.trademark.iastate.edu)), Student Activities Center's web site ([www.sac.iastate.edu](http://www.sac.iastate.edu)) and the Campus Organizations Accounting Office web site ([www.adp.iastate.edu/vpbf/camp\\_org/home.html](http://www.adp.iastate.edu/vpbf/camp_org/home.html)) or through licensed vendors. It is the responsibility of the Organization to have all uses that include university trademarks approved by Trademark Licensing prior to use. Organizations may gain a preliminary approval from Trademark Licensing for the design and internal trademark use request prior to placing an order with a licensed vendor. Completed Internal Trademark Use request forms must be submitted with the design request by the Organization to the licensed vendor. Licensed vendors submit the design and Internal Trademark Use request form to Trademark Licensing for final approval and must retain copies on file for auditing purposes.

Organization members are prohibited from paying personally for items with trademarks purchased for the Organization. The Campus Organizations Accounting Office will honor a voucher only if products with trademarks are purchased through a licensed vendor. If the vendor is not licensed, the Campus Organizations Accounting Office places a hold on payment and sends the information to Trademark Licensing. Since using the University's trademark without a license is a violation, the vendor and the Organization (adviser and president or treasurer) is notified. Penalties may be applied to the vendor and/or the Organization, including, but not limited to, non-payment of a voucher, monetary penalties, product recall, and/or prohibition of the use of the university's Marks.

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## 5. ORGANIZATION DESIGN STANDARDS

Designs that use the university's Marks must be reviewed by Trademark Licensing and are subject to the design standards established by the university. Additional standards specific to Organizations' use of the marks include the following:

- a. The official name of the Organization must appear in the design. At the discretion of Trademark Licensing, additional language and/or design details may be required to show how an Organization is connected to the University, including but not limited to, the requirement to use the verbiage "club" or "student chapter."
- b. Designs must be of high quality and appropriately portray the image of Iowa State University. Designs that contain vulgar language, profanity, or words with inappropriate double meanings will not be approved.
- c. Trademark Licensing must approve the design prior to offering it to Organization members on a sign-up and/or pre-pay basis. This will avoid problems should Trademark Licensing not approve the design.
- d. Do not assume that since a design has been used by an Organization either recently or for many years in the past that it will be approved. Designs will be evaluated on current design standards.
- e. When using the university name (ISU or Iowa State University), the official university nameplate is available to identify the Organization as provided in the Visual Identity System maintained by University Marketing ([www.marketing.iastate.edu/identity/](http://www.marketing.iastate.edu/identity/)). Organizations are also allowed a wide variety of font styles when using ISU, Iowa State or Iowa State University.
- f. Use of trademarks or other intellectual property owned by a third party must be approved by that entity in writing and submitted to ISURF along with the desired artwork. For example, if you wish to use artwork, slogans, or trademarks created by someone not associated with your organization, a written release allowing for such use is required before ISURF will grant design approval.

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- g. Organizations may list an outside entity's name and or logo as a sponsor of the Organization on products along with University trademarks as long as there is a clear separation between the University marks and the sponsor marks. However, the Organization name, per Section 5.A, must be included in the design to communicate that the sponsorship is with an Organization. Use of an outside entity's name and or logo cannot have the appearance of a University endorsement.
- h. Organizations that are sponsoring, hosting or co-hosting an event may use the University trademarks on products as long as the name of the event, the date of the event and the unit's name appear in the design. The use and placement of other entity's names and or logos that are also sponsoring the event is allowed as long as the outside entity's name and/or logo does not have the appearance of a University endorsement of the outside entity or its products. Outside entities that are participating in the event may have their name and or logo included in the design as long as written permission from the proper authority of the entity is provided to Trademark Licensing.

## 6. CONTACTS

If an Organization has questions about how to interpret these Guidelines, contact:

- ISURF for assistance with Mark application and for information on design and product standards, royalty, licensing;
- Campus Organizations Accounting Office for assistance with financials, vouchers and vendor payments;
- Office of University Counsel for legal questions.

Trademark Licensing Office  
1350 Beardshear Hall  
Ames, Iowa 50011-2038  
Phone: 515-294-4402  
Fax: 515-294-8926  
email: [trademark@iastate.edu](mailto:trademark@iastate.edu)  
[www.trademark.iastate.edu](http://www.trademark.iastate.edu)

Student Activities Center  
B6 Memorial Union  
Ames, Iowa 50011

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Phone: 515-294-1023

Fax: 515-294-6331

email: [sac@iastate.edu](mailto:sac@iastate.edu)

[www.sac.iastate.edu](http://www.sac.iastate.edu)

Campus Organizations Accounting Office

B4 Memorial Union

Ames, IA 50011

Phone: 515-294-1633

Fax: 515-294-6497

[www.adp.iastate.edu/vpbf/camp\\_org/home.html](http://www.adp.iastate.edu/vpbf/camp_org/home.html)