Did you know that Iowa State’s name and symbols are federally trademarked? This ensures they are protected from use or alterations by others. That’s why we license companies to produce merchandise that correctly bears our name or symbols. So, when your student organization wants to create t-shirts, mugs, banners or other products using university trademarks, be sure to pick a company from the official list at www.trademark.iastate.edu.

**How does an organization get permission to use the marks?**

Check out the guidelines and procedures for student organizations at www.trademark.iastate.edu BEFORE you start creating your group’s specific product. Use of the marks will depend on how the organization is classified with the student activities center. Contact the university’s trademark licensing office for assistance.

Can a club use marks on their t-shirts for free?

Student organizations do not have to pay royalty fees to use university trademarks on products created for group’s members AT COST, but you do have to ask permission to use the marks. Find internal trademark use forms at www.trademark.iastate.edu/forms. If you plan to make money from your sales to members or fundraising, a royalty exemption cannot be granted. This means the licensed company producing your items will be required to pay the fee and you may see a difference in price.