

POLICY #5.43

SUBJECT: Licensing and Use of University Name and Trademarks

I. PURPOSE

The purpose of this Policy is to establish guidelines for use and protection of the University's name and Trademarks, and to ensure that the University secures a legitimate and reasonable royalty for the commercial use of its Trademarks.

II. REFERENCES

N/A

III. DEFINITIONS

N/A

IV. POLICY

- A. The University's name, logos, symbols, initials and mascot name (collectively "Trademarks") are established to be recognized as representation(s) of University tradition, quality and mission. Therefore, the alteration of any of Southern Utah University's names or Trademarks is prohibited except by the University's Licensing Director, who has authority to design or redesign all graphic depictions of SUU.
- B. The University has entered into a licensing agreement with an outside agency which protects the use of all trademarks of SUU, insures the requisite collection of royalties from the sale of trademarked merchandise and protects the University's reputation, name and image by permitting only appropriate uses of the marks. A complete list of SUU Trademarks and rules for their proper usage can be found online through the link in Section V.
- C. Any person, organization or entity representing the University by name, Trademarks or other representative markings must submit design proposals to the University Licensing Director for review. All parties need to use a licensed vendor when producing merchandise for commercial activity with SUU Trademarks.
- D. Any failure to follow proper procedures will be deemed by the University as an infringement of its copyright or trademark rights in the name, logo, design, representation, or subject matter. All of the legal remedies which may follow from this misuse are also hereby reserved to the University.

V. RELEVANT FORMS/LINKS

- [SUU Brand Map](#)

VI. QUESTIONS/RESPONSIBLE OFFICE

The responsible office for this Policy is the Vice President for Advancement and Enrollment Management. For questions about this Policy, contact the [Office of Marketing Communication](#).

VII. POLICY ADOPTION AND AMENDMENT DATES

Date Approved: March 8, 1991

Amended: January 26, 2007