

3356-6-05 Licensing of university names and marks.

- (A) Policy statement. Youngstown state university has registered or otherwise protected the names, logos, symbols, indicia, insignia, trade names, service marks, and trademarks (collectively, identity marks) of the university and its programs. The department of athletics is responsible for licensing and monitoring the identity marks of the university.
- (B) Purpose. To protect the university's identity marks, to promote the university in a consistent and positive manner, and to provide information and guidelines for the university's identity marks.
- (C) Scope. This policy applies to use of university identity marks, whether for internal or external use and whether for commercial or noncommercial purposes.
- (D) Guidelines.
 - (1) Commercial use of the university's identity marks must conform to the official university sanctioned identity marks.
 - (2) Royalty commissions received through the sale of licensed items will be used for student scholarships.
 - (3) The department of athletics is responsible for monitoring the appropriate use of university identity marks by external (non-university) users to ensure that the institution is promoted positively and that the products meet quality standards.
 - (4) Internal use of university identity marks by university departments, offices or units for the promotion of the university, such as stationary or business cards, catalogs, promotional publications, or other university publications, must adhere to the official university identity marks as determined by the office of marketing and communications and the department of athletics.
 - (5) The university reserves the right to take appropriate action when confronted with unauthorized use of its identity marks. Such actions may include confiscation of the goods, financial penalties, cease and desist orders and other legal action.
 - (6) The university does not license the use of its name for the

following purposes:

- (a) Sexually suggestive, obscene, or disparaging products;
- (b) Inherently dangerous products.

(E) Procedures.

- (1) Any individual, business, or organization interested in using the university's identity marks should contact the department of athletics.
- (2) A copy of the intended design and the product on which it is to be displayed must be submitted to the department of athletics through the university licensing agent for review and approval.
- (3) Anyone planning to purchase goods or services incorporating university identity marks should confirm that the vendor is an authorized licensee.
- (4) If appropriate, a licensing agreement will be executed between the university licensing agent and the individual, business, or organization.
- (5) In special instances, such as a limited distribution of an item that will not be sold for profit, licensing requirements may be waived in writing and signed by the vice president for finance and business operations, or designee.
- (6) Licensing guidelines and authorized licensee lists may be obtained from the department of athletics .
- (7) Additional procedures for using university identity marks (i.e., publications) and related information can be obtained from the chief marketing officer.