

ADMINISTRATIVE POLICIES AND PROCEDURES

SUBJECT:	LICENSING OF UNIVERSITY NAME, LOGO AND SYMBOLS
NUMBER:	450
AUTHORIZING BODY:	BOARD OF TRUSTEES
RESPONSIBLE OFFICE:	UNIVERSITY COMMUNICATIONS AND MARKETING
DATE ISSUED:	MAY 1994
LAST UPDATE:	APRIL 2008

RATIONALE: To promote and protect the University's Name and Marks, to encourage OU merchandise sales on and off campus.

POLICY: Any person, business, merchant, vendor or other entity wishing to use the Oakland University Name, Logo, Marks (including athletics and non-athletics marks) or Other Symbols for Commercial or Non-Commercial purposes (including the production of OU items for University promotional purposes), must first obtain approval from the University Communications and Marketing department directly and/or through a procedure that requires use of a Licensed Manufacturer.

This policy also prohibits the display of the Oakland University Name, Logo, Marks or Other Symbols on Internet Web sites by way of software agreements, hosted solutions and application service providers. The OU Community must not agree to such usage rights (see related [OU AP&P #870 Software Regulations](#)).

SCOPE AND APPLICABILITY: This policy applies to any person, business, merchant, vendor or other entity wishing to use the Oakland University Name, Logo, Marks or Other Symbols for Commercial or Non-Commercial purposes.

Use of the University's Name or Other Marks for Commercial purposes without obtaining a license or prior written authorization by the University Communications and Marketing department constitutes a trademark infringement, which is prohibited by state and federal law.

DEFINITIONS:



Oakland University Name means "Oakland University," "OU," "Oakland," "Golden Grizzlies," "Grizzlies," or the names of different departments, events, sports or facilities of, or associated with, the University.

Logo, Marks or Other Symbols are the designs, trademarks, service marks, logo graphics, and/or symbols that have come to be associated with the University such as, but not limited to, the sail, the seal and the Grizzlies marks.

Commercial Use means the use of the service marks, trademarks or logos on or in products that will be offered for sale or resale.

Non-Commercial Use means the use of the service marks, trademarks or logos on or in products that will be given away by the OU Community as University or departmental promotional items.

OU Community includes all Oakland University faculty, staff, and recognized clubs, departments and organizations.

Licensed Manufacturer is a person, corporation or other entity that is approved to produce merchandise bearing OU Service Marks, Trademarks, Logos or Name(s).

PROCEDURES: Members of the OU Community who wish to order OU-Trademarked items for sale or promotional purposes should visit www.oakland.edu/licensing to view an up-to-date list of approved vendors from which to choose. Persons and departments ordering items for resale will be charged a royalty fee. Student organizations must work through their faculty adviser to develop and order OU merchandise.

The Licensing Resource Group (LRG) manages processes with vendors and retail outlets. All designs utilizing University Names and Marks are submitted electronically from vendors, merchants and manufacturers to the University Communications and Marketing department for approval through the Licensing Resource Group's art approval tool. Vendors, merchants and manufacturers pay licensing royalties to LRG on merchandise produced for resale, but not on merchandise intended for promotional giveaways by the OU Community.

LRG will forward questions regarding University Name, Logo or Symbols to the University Communications and Marketing department.

Vendors interested in becoming licensed must contact LRG at www.lrgusa.com or at:

Licensing Resource Group
426 Century Lane, Suite 100
Holland, MI 49423
Phone: (616) 395-0676
Fax: (616) 395-2517

Merchandise bearing either or both of the marks shown below may be sold on campus only through the University bookstore and the Athletics department.



U.S. Patent and Trademark Office
Serial Number 755520005



U.S. Patent and Trademark Office
Serial Number 75552010

RELATED POLICIES AND FORMS:

[OU AP&P #488 University Communications](#)

[OU AP&P #870 Software Regulations](#)

APPENDIX:



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