

1 Trademark Management

2 Effective: February 12, 1996

3 Updated/Revised: January 9, 2008

4 Contact: [Trademark Licensing Office](#)

5 Introduction

6 Iowa State University benefits from public recognition of its names, symbols, logos and other
7 identifying marks (Marks). If properly used and managed, these Marks give a unifying look, which is
8 critical to establishing a visual presence within the world of university communities. This look
9 becomes identified with the quality of Iowa State's programs, products and services and
10 distinguishes its programs from other universities.

11 With students, alumni, and friends of Iowa State residing around the world, a demand exists for the
12 use of the university's Marks. Although a desire to associate with the university may come from a
13 genuine spirit of support, it is in the university's best interest to protect and control the use of the
14 Marks.

15 Federal, state, and common laws govern the university's rights to its Marks. These laws place an
16 obligation on the university to control its Marks to avoid misrepresentation of the university's
17 relationship to a product or service. Without proper control, the university risks losing its exclusive
18 rights to its Marks. Licensing others to use the Marks and monitoring their use provides the needed
19 control.

20 The university has delegated the management of its Marks to the Trademark Licensing Office
21 (Trademark Licensing) housed under the Office of Senior Vice President for Business and Finance
22 and contracted with The Licensing Resource Group to assist in the administration and marketing of
23 the marks. This policy sets forth the basis of Trademark Licensing's management of the university's
24 Marks. The term university includes the university, its affiliated organizations, and organizations
25 formally registered with the university.

26 The five main goals of this management policy are to:

- 27 • Promote and protect Iowa State University through implementation of a management system,
28 which establishes the means for consistent, favorable, and professional use of the Marks;
- 29 • Fulfill the legal obligation to protect the Marks;
- 30 • Protect the consumer from deception or from faulty or inferior products and services bearing the
31 university's Marks;
- 32 • Provide fair and equitable treatment of all licensees; and
- 33 • Realize and distribute earned royalties and other revenues for the benefit of the university.

34

35 **Policy Statement**

36 **Legal protection and enforcement**

37 Legal protection and enforcement of the university's rights in the Marks is under Trademark
38 Licensing's management with certain responsibilities delegated to The Licensing Resource Group.

39 **External use**

40 External use of the Marks by external entities is managed by Trademark Licensing with certain
41 responsibilities delegated to The Licensing Resource Group under the following principles:

42 **Licensing is required for all non-university users.**

43 The Marks must be licensed to the user and the use approved by Trademark Licensing, except
44 when the use is:

- 45 • By the news media for news reporting;
- 46 • By an artist in an original work of art which will not be reproduced; or
- 47 • A congratulatory or supportive advertising message using the university's names but not its
48 logos and symbols. For example, "Go Cyclones" or "Welcome Back ISU Students" are
49 supportive types of messages.

50 Suppliers of products to the university bearing any Mark must be licensed except when Marks are
51 used on the following products:

- 52 • Printed publications and advertising for purposes of institutional and event promotion; and
- 53 • Printed supplies, not for resale.

54 **Royalties are collected for non-university and/or commercial uses.**

55 A royalty exemption (but not a license exemption) may be granted for:

- 56 • A product purchased by the university or a university recognized support group such as
57 professional associations, employee organizations, athletic, cultural, and other interest groups
58 for internal consumption or for sale at cost to their members. Promotional products given away
59 by these groups are considered products for internal consumption. If the group has excess
60 product after consumption or sale within its group, it cannot be sold to non-members, but can be
61 given away to non-members.
- 62 • Advertising rights to use the Marks as granted in corporate sponsor agreements.

63 **Licenses are generally non-exclusive.**

64 Licenses are generally non-exclusive except for special programs initiated by the university.

65 The university's *Licensing Program Guidelines for the Use of Iowa State University Marks* provides
66 the management details (see Resources below).

67 **Internal use**

68 Use of the Marks by entities internal to the university is managed by the university executive officers
69 including the president, senior vice president and provost, vice presidents, vice provosts, deans,
70 directors, and affiliated organization directors.

- 71 • Internal uses, which fall within the ordinary business of the university, do not require licensing.
72 Products created by a university unit for resale, and bearing the Marks must be licensed, except
73 for educational and scholarly materials owned by the university and printed publications and
74 advertising for purposes of institutional and event promotion.
- 75 • Royalties are not payable on internal uses, which do not require licensing.

76 The *Guidelines for the Internal Use of Iowa State University's Marks* and the *Guidelines for*
77 *University Trademark Use by Student and Campus Organizations* provide the management details
78 (see Resources below).

79 **Trademark Marketing Advisory Committee**

80 The university president appoints a Trademark Marketing Advisory Committee to advise Trademark
81 Licensing in addressing issues related to the marketing of the university Marks. The advisory
82 committee consists of marketing representatives from university units which may provide a unique
83 perspective and which are key stakeholders in the use of the Marks.

84 **Distribution of Revenues**

85 Net revenues are distributed to university units under a policy determined by the university president.
86 Distribution is approved by the Vice President for Business and Finance.

87 **Resources**

88 **Links**

- 89 • [Trademark Licensing Office](#)
- 90 • [University Trademark Guidelines](#)
- 91 • [Trademark Marketing Advisory Committee](#)