

BUSINESS POLICY

TO: All Members of the University Community

2014:06

DATE: April 2014

TRADEMARK LICENSING PROGRAM

(Supersedes 2006:03; 2009:05)

I. PURPOSE

Effective February 1, 1997, the University implemented a Trademark Licensing Program in conjunction with the Licensing Resource Group, Inc., as approved by the Board of Trustees on October 11, 1996. The Trademark Licensing Program creates a positive working relationship between the University and manufacturers of approved products. The program will (1) promote the University in a positive and uniform manner; (2) protect all University service marks, trademarks, symbols and insignia by ensuring that their use reflects on the University in a favorable manner; and (3) protect the consumer from inferior or faulty products bearing the University's trademarks.

II. SCOPE

This policy, and the Trademark Licensing Program it describes/implements, is applicable to all faculty, staff or students who seek to graphically reproduce a University trademark for use on a product. (In any case where this policy may be read to conflict with the Trademark Licensing Program, the Trademark Licensing Program language governs.)

III. POLICY

The Marketing Director in University Advancement and Marketing who will serve as the Licensing Coordinator must first approve graphic reproduction of any University trademark. The Licensing Coordinator will work with the Kendall Chief Communications Officer on any Kendall specific trademarks, should there be one or more such trademarks in the future.

IV. PROCEDURES

- A. Any mark, nickname, letters or word associated with the University that can be distinguished from those of other universities, teams or organizations qualifies as a trademark. More specifically, University trademarks may be any graphic

representation relating to the following: Ferris State University, Ferris State, Ferris, FSU, Bulldogs, the Official University Seal, the Official Alumni Association Seal, the Bulldog Mascot, and any other design, symbol, drawing, seal, word or group of words that have become associated with the University.

- B. Producers of products bearing any Ferris marks apply for a Trademark Licensing Agreement with License Resource Group (LRG) before those products are offered for sale. Licensed manufacturers also must pay the University royalties on all products sold. The net revenues go to support athletic programs. In the case of Kendall the net revenue will go to student activities to be determined by the Student Success unit at Kendall.
- C. Exceptions from royalty payments may be made under certain circumstances. Non-resale purchases by University departments are exempt from royalties, such as those for certain promotions, or on-campus events. Although not for re-sale, these items must be produced by a licensed vendor.
- D. Products sold only to the University for internal use and consumption, such as stationary, uniforms and intercollegiate athletic equipment, are exempt from the requirement to be produced by a licensed vendor. Any such products purchased to be given away for promotions or other events (with the exception of printed advertising), must be produced by a licensed vendor, but are exempt from payment of royalties as outlined in Section C.
- E. The University will consider most products for licensing; however, no product will be licensed without the approval of the Licensing Coordinator.

Jerry L. Scoby
Vice President for Administration and Finance

Contact: UA&M Marketing Director