



Sun Devil Suggestions

What is Trademark and Licensing?

All logos, seals, names, symbols and slogans associated with Arizona State University are trademarks and are the exclusive property of Arizona State University. Reproduction of these marks must have University authorization. The University reserves the ASU sunburst logo for institutional uses and the seal of the University for official and ceremonial uses. Students and student groups may not use the ASU sunburst logo or the seal without permission from the Office of the President. ASU does allow student organizations to use the Sparky trademark with approval from ASU Trademark Management. Uses and modifications of the University's trademarks are governed by the Arizona State University Graphics Standards Manual available at www.asu.edu/gsm/. Any exceptions to the Manual must be approved by the President's office.

Commercial Use is Defined as:

Items for resale: Selling products (such as cups, sweatshirts, balloons, boxer shorts, to name only a few) bearing University trademarks:

- Sales to campus and private trademarks
- Sales to individual customers
- Sales at Arizona State University sporting events
- Sales on campus by student groups with vending permits
- Sales for fundraising projects

Promotional use: Items which bear the trademarks of the University and those of a commercial business, such as a restaurant, which are either sold or given away are promotional and are considered commercial.

The Following Activities are Exempt from Licensing if a Licensed ASU Vendor is Used:

In-house use of trademarks: Registered Student Organizations, as defined by the University (i.e., official student organizations) may use the Sparky trademarks for "in-house" purposes such as on posters, signs and banners dealing with the on-campus activities of the organization, provided such use reflects positively on the University and the mark is reproduced accurately. Print and signs also require approvals.

Sales restricted to campus events must be approved by Trademark Management. Registered Student Organizations may sell or give away products (such as T-shirts) bearing the Sparky trademark combined with the names and logos of their organization or activity, if such merchandise relates directly to an on-campus activity sponsored by that organization. Examples of such projects include:

- Homecoming, Arizona State University
- Sonora Hall, Sun Devils, Arizona State University
- Greek Week, Arizona State University

Nothing can be sold or given away prior to the product and the art being approved by Trademark Management.

Procedure:

The licensing office must grant approval to all outside vendors using the trademarks of the University even if they are producing it for a University-affiliated group. A list of approved licensed vendors can be obtained through the Trademark Management Office. If your organization is involved in any of the activities deemed to be commercial, the vendor from which you purchase merchandise must be licensed. If your project falls in the exempt category, the Trademark Management Office must issue a waiver to your organization and the vendor.

Policies and procedures for using trademarks on the World Wide Web are available at <http://www.asu.edu/purchasing/tm/index.html> For additional information, please contact the Trademark Licensing Office at 965-5499 or 727-7848.

Resources

Be sure to attend the Student Organization Information Sessions. These helpful sessions provide specific information about the procedure for using the ASU logos and resources for completing your project within the requirements of Trademark and Licensing.

And check out these other *Best Practices* that will help you when planning you next event:

- *Event Planning*
- *Hayden Lawn Events*
- *Working With Vendors*
- *Marketing & Advertising For Your Organization*
- *Purchasing T-shirts For Your Organization*

And Remember...

Failing to get approval of your Trademark restricted design could result in sanctions including fines and/or loss of your item.