

## Use of Washington State University Name and Trademarks

### OVERVIEW

The name, Washington State University, and its logo are the exclusive property of the institution and consequently may not be used in support of claims or advertisements made by any outside organization without the permission of the President or designee. (*Faculty Manual*)

### Trademarks

All logos, seals, names, symbols, and slogans associated with Washington State University are trademarks and are the exclusive property of Washington State University.

### Stationery

University stationery may be used only for official University business. (*Faculty Manual*)

### Reports

No report or statement relating to private consulting or other services may use the name of Washington State University or be attributed to it. (*Faculty Manual*)

### WSU TRADEMARKS

Washington State University monitors all uses of its trademarks to assure compliance with federal trademark law. Unauthorized uses of Washington State University's trademarks are subject to civil and criminal penalties. See [Trademark Protection for University Programs](#).

The purpose of this policy is to provide information and guidelines to the University community regarding the use of Washington State University trademarks. The overall purposes of the licensing program are to protect Washington State University trademarks and to promote the University.

University authorization is required to reproduce these marks for resale or other commercial purposes. Contact the Trademark Licensing Office for authorization and information; telephone 509-335-2202.

Washington State University reserves the right to approve or disapprove any use of the trademarks, even if not explicitly addressed by the policy or procedures in this section.

### Applicability

This policy applies to faculty, staff, students, academic departments, ad hoc groups, administrative divisions/departments, alumni organizations, informal groups, and student organizations. External suppliers and manufacturers are to comply with their licensing agreements with the University.

## **Use of Washington State University Name and Trademarks**

### Exception

This policy does not apply to patents or the use of trademarks registered in association with a patented technology. Contact the Office of Commercialization regarding such issues; telephone 509-335-5526.

### **Administering Office**

The Trademark Licensing Program is responsible for protecting the use of Washington State University trademarks and for licensing commercial use of the marks.

The Trademark Licensing Program and their licensing agent, the Collegiate Licensing Company, negotiate and administer licenses with manufacturers that wish to trade upon the University name.

The Trademark Licensing Program ensures that each use of the University's name is professional, tasteful, and of a quality that reflects positively on the University.

## **Definitions**

### Trademarks

The term trademark includes the following:

- A *trademark* is a word, phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.
- A *service mark* is the same as a trademark, except that it identifies and distinguishes the source of a service rather than a product. Throughout this policy, the terms *trademark* and *mark* refer to both trademarks and service marks.

The University's trademarks *include but are not limited to*: the words Washington State University, Washington State Cougars, WSU Cougars, Coug(s), Wazzu, Cougar(s), Apple Cup; the Cougar head logo, the official seal of the University, the Butch Mascot design, and all current and future trademarks, service marks, word marks, designs, or logos used by Washington State University.

### *Spirit Mark*

Spirit marks are University-approved symbols and words that are used to communicate school spirit. For information and examples, go to the Marketing and Creative Services Graphic Identity website at:

brand.wsu.edu/

## Use of Washington State University Name and Trademarks

### *Academic Signature*

The academic signature consists of a combination of the words *Washington State University* and the Cougar head symbol on a crimson shield. The signature serves to identify the University in all forms of communication. For information and examples, go to the Marketing and Creative Services Graphic Identity website at:

brand.wsu.edu/

### Licensing/Licensee

Licensing is the process of obtaining legal permission through a contract for the right to use an individual's or organization's trademarks. An individual or company who enters into such an agreement is referred to as a licensee.

### Suppliers

Suppliers include, but are not limited to: manufacturers, manufacturers' representatives, agents, wholesalers, distributors, printers, embroiderers, and screen printers.

## **PROCEDURES FOR USING TRADEMARKS**

Washington State University's trademarks are intended to present a positive image of the University.

Individuals and/or companies must obtain written agreement from the University prior to using the University's trademarks in the name of a business, logo, advertising services, domain name, or on a product in a way that may state or imply an endorsement. See [Commercial Use](#).

Individuals and/or companies may not counterfeit, copy, or colorably imitate University trademarks, except as allowed under [Student Organizations](#).

Individuals and/or companies are not to use the University's trademarks in any way that discriminates against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation, veteran status, or in any other way that violates the University's antidiscrimination policies. See Executive Policy 15.

### **Commercial Use**

Commercial use of Washington State University trademarks is defined as items bearing University trademarks that are intended for resale, advertisement, business domain name, or for promotional use.

## **Use of Washington State University Name and Trademarks**

Items for Resale	<p>Items for resale are products (e.g., cups, sweatshirts, balloons, etc.) bearing University trademarks that are sold in the following ways:</p> <ul style="list-style-type: none"><li>• To campus and private retailers</li><li>• To individual customers</li><li>• At University sporting events</li><li>• On campus by student groups with vending permits</li><li>• For fund-raising projects</li></ul>
Promotional Use	<p>Items bearing 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 considered commercial.</p>
Purchasing Merchandise for Commercial Use	<p>The Trademark Licensing Program has established licensing agreements with a number of suppliers who provide a variety of products. To view the current list of licensed suppliers, go to:</p> <p style="text-align: center;"><a href="http://trademarks.wsu.edu/">trademarks.wsu.edu/</a></p> <p>Individuals or groups seeking a supplier are to review this list to determine if the required items are available from one of the current licensees. In instances where items are unavailable from a licensed supplier, consult with the Trademark Licensing Program.</p>
<b>Student Organizations</b>	<p>Registered student organizations, as defined in <i>WAC</i> 504-28-020, may use spirit marks for stationery, posters, signs, and banners dealing with the on-campus activities of the organization. Such use of spirit marks must reflect positively on the University and the logos must be reproduced accurately. (See <a href="#">Definitions</a> for the definition of a spirit mark.)</p> <p>Student organizations must obtain approval from the Trademark Licensing Office for all artwork prior to use. Contact the Trademark Licensing Program; telephone 509-335-2202, or e-mail:</p> <p style="text-align: center;"><a href="mailto:logolicensing@wsu.edu">logolicensing@wsu.edu</a></p>
Recruitment Activities	<p>Student organizations involved in recruitment activities outside the university must incorporate academic signatures and University branding elements into all recruitment materials. Follow the advisory guidelines for academic signatures and branding elements available from the Marketing and Creative Services Graphic Identity website at:</p> <p style="text-align: center;"><a href="http://brand.wsu.edu/">brand.wsu.edu/</a></p>

## Use of Washington State University Name and Trademarks

### Class Projects

Any item, artwork, or project that is produced as part of a course and that uses University trademarks for noncommercial purposes does not require a license and is royalty exempt.

However, in order to monitor use to assure protection of the trademarks, the Trademark Licensing Program requests that the student or team leader notify the office of the use of a trademark prior to the start of the project. Trademark Licensing requests that the faculty member conducting the class direct the student to send the notification by e-mail to:

logolicensing@wsu.edu

### Campus Departments

Campus departments may purchase products for internal use or as giveaway promotional products bearing University trademarks and the name of the department. Departments are required to use licensed suppliers. To view the current list of licensed suppliers, go to:

trademarks.wsu.edu/

Departments are to use the academic signature in most cases. (See [Academic Signature](#).) If unsure which University marks to use, departments may contact Marketing and Creative Services for advice by e-mail to:

brand@lists.wsu.edu

Departments may also view the advisory guidelines from the Marketing and Creative Services Graphic Identity website at:

brand.wsu.edu/

### Sales Restricted to Campus Events

A recognized student group or campus department may sell or give away products, e.g., t-shirts, bearing the marks of the University and the name and logo of the group/department, if the products relate directly to an on-campus activity sponsored by that group.

The licensed suppliers of the products must obtain artwork approval from the Trademark Licensing Program prior to production.

## **Use of Washington State University Name and Trademarks**

### **Sales Restricted (cont.)**

Student groups may use the spirit marks. Campus departments are to use the academic signature in most cases. If unsure which University marks to use, groups and departments may contact Marketing and Creative Services for advice by e-mail to:

[brand@lists.wsu.edu](mailto:brand@lists.wsu.edu)

or may view the advisory guidelines from the Marketing and Creative Services Graphic Identity website at:

[brand.wsu.edu/](http://brand.wsu.edu/)

The Trademark Licensing Program must grant approval to all outside vendors using University trademarks, even if the vendors are producing items for University-affiliated groups. The University-affiliated organization or department must purchase such merchandise from a licensed vendor to avoid any possibility of trademark infringement. For additional information, contact the Trademark Licensing Program; telephone 509-335-2202, or e-mail:

[logolicensing@wsu.edu](mailto:logolicensing@wsu.edu)

### **Product and Art Approval**

The Trademark Licensing Program reserves the right to decline any products or art designs that do not promote the goodwill and reputation of the University.

### **Compliance**

Individuals and suppliers who use Washington State University trademarks without permission from the Trademark Licensing Program or their agent, the Collegiate Licensing Company, are subject to any of the following:

- Cease-and-desist notice
- Seizure of all unapproved merchandise
- Legal proceeding

For more information about the Collegiate Licensing Company, go to:

[clc.com/](http://clc.com/)

### **Criminal Penalties**

**IMPORTANT:** Criminal penalties for misuse of trademarks are provided for in *RCW* 9.16.035 and may range from a misdemeanor to a class C felony.

## **Use of Washington State University Name and Trademarks**

### **Trademark Protection for University Programs**

If an internal campus program is seeking trademark protection, the department is to complete the questionnaire available on the Trademark Licensing website before contacting the trademark office. To view the questionnaire, go to:

[trademarks.wsu.edu/](http://trademarks.wsu.edu/)