

Licensing Policy for the University of Louisiana at Lafayette

July 2002

Updated September 2009

The University of Louisiana at Lafayette administers a licensing program to effectively manage the use of its name and visual identity. Through this program, all uses of UL Lafayette's name, department names, nicknames, logos and visual marks (including the Ragin' Cajuns family of marks) must be approved by UL Lafayette's Office of Communications and Marketing.

UL Lafayette Licensing Program Administration

Goods bearing the name, logo or marks can only be produced from licensed manufactures and require advance review and approval by the university's licensing staff in the Office of Communications and Marketing. The office is responsible for the interpretation and control of UL Lafayette's name and identifying logos. No other office, individual, organization or agency on or off campus is legally authorized to perform trademark licensing program activities, including product approvals.

Applicability

This policy applies to any use of the University of Louisiana at Lafayette's name, nicknames, acronyms and any logo associated with the University or products of the university, including, but not limited to, the following:

- University of Louisiana at Lafayette
- Louisiana Lafayette
- UL Lafayette abbreviation
- UL Lafayette's official academic logos—the fleur de lis, interlocked UL logo, and the university seal or crest
- Ragin' Cajuns athletic logos and athletic family of marks, including the pepper and athletic fleur de lis
- The school nickname—Ragin' Cajuns and Louisiana's Ragin' Cajuns
- Names of Affiliated Units and Centers
- Names of University Departments
- Event/Seasonal/Promotional logos

All references hereafter to the logo include all of the above.

For the purpose of this policy, the use of the name, nickname, acronym, and logos is defined as producing the logo on any item, including but not limited to: apparel (t-shirts, caps, sweats, etc.) signs, banners, facilities, novelty items, lapel pins, video tapes, websites or social media pages, or any other item whether it is sold or given away.

Products Purchased by the University Using Name and or Logo

Items, including, but not limited to apparel and giveaways items, produced/ purchased by the University departments or organizations must be obtained from a licensed manufacturer. A list of more than 235 licensed manufactures, including approximately 25 local manufacturers, can be obtained from the Office of Communications and Marketing located in Martin Hall, Room 319, or on the website at www.louisiana.edu/Advancement/PRNS/licensing/

When bidding items, which bear the University's name or logo, only licensed manufactures will be awarded the bid. The lowest bid will not be accepted if it isn't from a licensed manufacturer. Language must be included on the bid to indicate that a University name or logos will be used and

that the manufacturer must be licensed to produce the product. Language indicating that the bid will be awarded to a licensed manufacturer only must be included on the bid.

If an organization or department wishes to use a local or national manufacturer that is not licensed, the Office of Communications and Marketing can assist the manufacturer in obtaining a license to enable them to produce UL Lafayette items. Campus departments and organizations are not authorized to obtain items from a non-licensed manufacturer without written consent from the UL Lafayette Office of Communications and Marketing.

No organization may authorize any third party to produce merchandise bearing the university's name, nickname, acronym or logo, or authorize or produce items that combine the logo with any third party name or logo unless approved by the UL Lafayette Office of Communications and Marketing.

Approval

All uses of the university's name, nickname, acronym and logo must be approved by the UL Lafayette Office Communications and Marketing Director, who also serves as the University Licensing Director, or the Assistant Director of Trademark Licensing. Requests must be submitted in writing and include the proposed design for the item. The Communications and Marketing Department is located in Martin Hall, Room 319.

Modification of the Logo

UL Lafayette logos are protected by both federal registrations and trademarks. The logos cannot be modified, changed or altered in any way. For example, wrapping words around a circular university logo to create the appearance of a new logo is prohibited. Adding elements to a university logo is also prohibited. Colors used in the logo must be used as they appear. Changing a logo from full color to one color is prohibited. Any proposed variation of a design must be submitted to the UL Lafayette Office of Communications and Marketing for approval. Variations of design include product packaging, point of purchase displays and all forms of product promotional materials. The UL Lafayette Office of Communications and Marketing reserves the right to require correction or alteration of any use of UL Lafayette marks deemed inappropriate by the university.

Internal Consumption

Products used in fundraisers for internal clubs/organizations are *not* royalty exempt even when purchased by member.

Required university uniforms are considered internal consumption and are royalty exempt. However, manufacturers that produce uniforms must be licensed. Unofficial uniforms, (i.e. "Casual Friday" apparel," are royalty bearing, even when worn by an entire department or group).

Infringement

UL Lafayette actively protects its name and identifying marks and enforces its trademark rights. Infringements of trademark rights include non-licensed manufacturers producing and/or selling items bearing UL Lafayette's name, nickname, acronym or identifying marks. The Compliance Division of the Collegiate Licensing Company, which manages UL Lafayette's national licensing program, assists with infringement issues and has the authority to pursue violations with legal action. All suspected infringements should be reported to the Office of Communications and Marketing.

Policy Compliance

It is the responsibility of all employees, departments and/or student groups making purchases to comply with this policy. Departments, which are primarily responsible for policy execution, include, but are not limited to, Office of Communications and Marketing, Business Services and Purchasing.

For more information about trademark licensing, please contact the University's Office of Communications and Marketing at (337) 482-6397.

Licensing Policy for the University of Louisiana at Lafayette

Use of the University Name

- All uses of the university name, nicknames, acronyms and any logo use require advance review and approval by the university's licensing staff in the Office of Communications and Marketing.
- All goods bearing the name, logo or marks can only be produced by licensed manufactures. A list of more than 235 licensed manufactures, including approximately 25 local manufacturers, can be obtained from the Office of Communications and Marketing or on the website at www.louisiana.edu/Advancement/PRNS/licensing/

Modification of the Logo

- UL Lafayette logos are protected by both federal registrations and trademarks. The logos cannot be modified, changed or altered in any way. The university's name, nickname, acronym or logos cannot be combined with any third party name or logo unless approved by the UL Lafayette Office of Communications and Marketing.

Departmental Purchases

- Any items produced or purchased by the University departments or organizations must be obtained from a licensed manufacturer.
- If an organization or department wishes to use a local or national manufacturer that is not licensed, the Office of Communications and Marketing can assist the manufacturer in obtaining a license to enable them to produce UL Lafayette items.

Internal Consumption

- Required university uniforms are considered internal consumption and are royalty exempt. However, manufacturers that produce uniforms must be licensed. Unofficial uniforms, (i.e. "Casual Friday" apparel) are royalty bearing, even when worn by an entire department or group.
- Products used in fundraisers/giveaways for internal clubs/organizations are *not* royalty exempt even when purchased by organizational members.

Infringement

- Infringements of trademark rights include non-licensed manufacturers producing and/or selling items bearing UL Lafayette's name, nickname, acronym or identifying marks. The Compliance Division of the Collegiate Licensing Company, which manages UL Lafayette's national licensing program, assists with infringement issues and has the authority to pursue violations with legal action. All suspected infringements should be reported to the Office of Communications and Marketing.