POLICY 1.15 – Corporate Use of University Name and Trademarks

Policy Category: General

Subject:

Sections: General, Policy

Approving Authority: Board of Governors

Responsible Officer:

Responsible Office:

Related Procedures:

Related University Policies: Policy 1.17 – Licensed Commercial Use of University Name and Trademarks

Effective Date: March 22, 1990

Supersedes: June 25, 1987

I. GENERAL

1.00 The University's name (i.e., The University of Western Ontario) and acronym (UWO), and other names commonly associated with the University (e.g., Mustangs), as well as the University coat-of-arms, shield, crest, logos, insignia, and other graphic marks, are protected under the Trade Marks Act, which states in part:

> "no person shall adopt in connection with a business, as a trade mark or otherwise, any mark consisting of, or so nearly resembling as to be mistaken for ... any badge, crest, emblem or mark ... of any University ..."

2.00 As set forth in the Board of Governor's by-laws, the use of the University name and/or marks for other than official purposes requires the written authority of the Board.

II. POLICY

3.00 The Board of Governors hereby authorizes members of the University community to make use of the University name, crest, etc. except for purposes involving commercial activity or soliciting, either on or off the campus.

4.00 Members of the University community may express their opinions outside the University with the same freedom as other citizens. Such expressions are solely the responsibility of the individual, and the Board of Governors assumes no responsibility for them. Except for statements issued on behalf of the University by those so authorized to act, expressions of views which refer to a University affiliation or cite a University address shall make clear that the views expressed are personal.

5.00 The University letterhead, postage and secretarial or other services may be used only for University business.

Last Reviewed: