POLICY 1.17 – Licensed Commercial Use of University Name and Trademarks

Policy Category: General

Subject:

Sections: General, Policy, Licensing Procedure

Approving Authority: Board of Governors

Responsible Officer:

Responsible Office:

Related Procedures:

Related University Policies: Policy 1.15 – Corporate Use of University Name and Trademarks
Policy 1.12 – Advertising, Sponsorship and Promotional Activity
Policy 2.2 - Fundraising

Effective Date: October 16, 2015

Supersedes: September 28, 2000

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.

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II. POLICY

3.00 The Licensing Coordinator* is authorized by the Board of Governors, after licensing procedures have been fulfilled, to sign licensing contracts with companies or individuals wanting to use the University's trademarks commercially.

4.00 All products bearing the University's marks which are sold or distributed on- or off-campus shall be subject to the licensing contract.

III. LICENSING PROCEDURE

5.00 Applications for the commercial use of the University's name and derivative names, insignia, logos or other graphic marks shall be made in the first instance to the Licensing Coordinator*. Such applications must include the information required by the “Code of Conduct for Trademark Licensees Doing Business with The University of Western Ontario Bookstore", where applicable.

* (The Director of the UWO Book Store is the Licensing Coordinator.)

5.01 Such application shall be approved or rejected by the Coordinator*. The Coordinator* may choose to refer certain applications to the Committee on Advisory Committee on Advertising and Commercial Activity for review and resolution. Upon approval of the application, the potential licensee shall submit designs incorporating the University's trademarks and product samples for approval.

5.02 A non-exclusive, revocable licensing contract having a specific term shall be signed after design and product quality standards are met. Subsequently, each new design shall be submitted by the licensee to the Licensing Coordinator* for approval.

5.03 In granting a commercial license, the Licensing Office shall collect from the licensee a royalty fee based on the wholesale price of the imprinted product.

6.00 There are no exemptions or special terms allowed in the granting of a license to use the University's trademarks.

7.00 Requests for permission to use the University's trademarks in conjunction with fundraising or charity events by a licensed or non-licensed company or individual shall be directed to the Advisory Committee on Advertising and Commercial Activity for review. [See Policies 1.12 and 2.2].

Last Reviewed: