

UW-Whitewater
LICENSING PROCEDURE
For Student Organization Use of University Trademarks

The University of Wisconsin-Whitewater Licensing Program oversees all logos, seals, names, symbols, and slogans associated with the University as identity elements which are exclusive property of the UW-Whitewater. The Office of Student Affairs is responsible for protecting the use of UW-Whitewater trademarks and licensing commercial use of these marks. Reproduction of the University's marks for resale or other commercial purposes must have authorization.

What if Commercial Use?

Items for resale: Selling products (such as cups, sweatshirts, balloons, boxer shorts, etc., bearing University trademarks:

- Sales to campus and private retailers
- Sales to individual customers
- Sales at UW-Whitewater sporting events
- Sales on campus by student groups
- 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.

What Activities are Exempt from Licensing?

In-house use of trademarks: Recognized student organizations, as defined by the University, may use trademarks of the University for "in-house" purposes such as posters, signs, banners and flyers promoting on-campus activities of the organization, provided such use reflects positively on the University and the logos are reproduced accurately.

Sales restricted to campus events: Recognized student organizations may sell or give away items bearing the marks of the University combined with the name and logo of their organization or activities if such merchandise relates directly to an on-campus activity sponsored by that organization. Examples of such projects include:

- Homecoming
- Residence Hall activities
- Greek Week

What Do You Need to Do?

- Secure the Vendor's name, address and phone number
- Obtain a sample of the design to be printed
- Complete the Licensing Waiver for Recognized Student Organizations Form (available at the Leadership Center, Drumlin 120)
- Contact staff of the Leadership Center for approval.

The University must grant approval to all outside vendors using the trademarks of the University even if they are producing it for a University affiliated group.