

## **University of Wisconsin-Whitewater Licensing Procedures For Student Organization Use**

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

### **What is Commercial Use?**

**Items for resale:** Selling products (such as cups, sweatshirts, balloons, boxer shorts, to name only a few) bearing University trademarks,

- Sales to campus and private retailers
- Sales to individual customers
- Sales at University of Wisconsin-Whitewater sporting events
- Sales on campus by student groups
- Sales for fund-raising 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.

Promotional use that primarily benefits the commercial business or university organization will result in the application of the licensing royalty rate of 8%. If the primary beneficiary of the promotional activity is the University of Wisconsin-Whitewater, neither a royalty fee nor a user fee will be administered. The Assistant Chancellor for Student Affairs will have the responsibility to interpret promotional use activity and fees.

### **What Activities Are Exempt From Licensing?**

**In-house use of trademarks:** Recognized Student Organizations, as defined by the University (e.g., official student organizations) may use trademarks or the University logo 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:** Official student organizations may sell or give away products (such as t-shirts) bearing the marks of the University combined with the names and logos of their organizations or activity if such merchandise relates directly to an on-campus activity sponsored by that organization.

Examples of such projects include:

- Homecoming 2005, University of Wisconsin-Whitewater
- Floor X, Your Hall Warhawks, University of Wisconsin-Whitewater
- Greek Week 2005, University of Wisconsin-Whitewater

### **What Do You Need To Do?**

The licensing office must grant approval to all outside vendors using the trademarks of the University even if they are producing it for a University affiliated group. If your organization is involved in any of the activities deemed to be commercial, the vendor from which you purchase merchandise must be licensed. If your project falls into the exempt category, a waiver must be issued to your organization and the vendor. For additional information, please contact the Career and Leadership Development Office at (262) 472-1471.

**University of Wisconsin-Whitewater Licensing Program  
Licensing Waiver for Recognized Student Organizations**

Recognized Student organizations, as defined by the University, using the names, marks, logos, seals, and/or symbols of the University of Wisconsin-Whitewater in any commercial venture, whether fund-raising or promotional, are required to seek prior approval for University of Wisconsin-Whitewater's licensing from the Office of Student Affairs, (262) 472-1051. Products sold or given away bearing the trademarks of the University and the names or logos of a recognized student organization must be approved by the appropriate representative of the Recognized Student Organization and the Licensing Administrator prior to project initiation.

Name of Recognized Student Organization \_\_\_\_\_

Academic Year \_\_\_\_\_

University Acct. No. \_\_\_\_\_

Description of Project \_\_\_\_\_

\_\_\_\_\_

(Attach Copy of Design Logo)

Project/Sales Data \_\_\_\_\_

Products to be sold  
Or given away \_\_\_\_\_

Cost of Products \_\_\_\_\_

Supplier of Products \_\_\_\_\_

I verify that the above organization is an approved University Organization and that the indicated activity is a non-revenue generating project or for products the organization will give away or use internally.

\_\_\_\_\_  
Signature of Authorized  
Organization Representative

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Date

The use of the University of Wisconsin-Whitewater Trademark in the above project has been approved by the University of Wisconsin-Whitewater and is exempt from the royalty charge:

\_\_\_\_\_  
Signature of Licensing Administrator

\_\_\_\_\_  
Date

DESIGN APPROVAL

TO: \_\_\_\_\_

FAX #: \_\_\_\_\_

Date Materials Received \_\_\_\_\_

Licensing Administrator Thomas Rios

Phone 262-472-1051 Fax 262-472-1275

Affiliation  IND  LC  LRG  NBCL  NCAA  BOWL  SKI

Designation Requirements: \_\_\_\_\_ TM \_\_\_\_\_ ®

\_\_\_\_\_ None \_\_\_\_\_ Other

Please specify location of marks: \_\_\_\_\_

Approval: \_\_\_ Yes \_\_\_\_\_ No \_\_\_\_\_ Yes, with changes noted below:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_ No, with reasons or corrections needed to obtain approval:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Assistant Chancellor for Student Affairs