



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 Office of University Marketing and Media Relations is responsible for protecting the use of UW-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, etc.) 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 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.

Promotional use that primarily benefits the commercial business or university organization will result in the application of the licensing royalty rate of 8 percent. If the primary beneficiary of the promotional activity is UW-Whitewater, neither a royalty fee nor a user fee will be administered. The assistant director for visuals is responsible for interpreting promotional use activity and applying 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 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 Office of Career and Leadership Development at 262-472-1472.



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 fundraising or promotional, are required to seek prior approval for UW-Whitewater licensing from the Office of University Marketing and Media Relations, 262-472-1200. 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 a recognized student 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 org. representative                      Phone                      Date

The use of UW-Whitewater trademarks 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



To \_\_\_\_\_

Fax # \_\_\_\_\_

Date materials received \_\_\_\_\_

Licensing administrator Joy Yang

Phone 262-472-1200 Fax 262-472-1196

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 \_\_\_\_\_

Assistant Director for Visuals

Date \_\_\_\_\_

