



SAINT AUGUSTINE'S UNIVERSITY

Transform. Excel. Lead.

Trademark, Logo and Use Policy

I. Background

In order to comply with and assure protection under federal trademark law (15 U.S.C. 1051 et seq.), the Administrators of Saint Augustine's University are required to monitor all uses of its trademarks. Unauthorized use of the University's trademarks is subject to civil and criminal penalties. The term "trademark" as used in this policy includes any trademark, service mark, logo, insignia, seal, crest, design, symbol or any combination of these.

The purpose of this policy is to provide information and guidelines to the University community regarding the use of Saint Augustine's trademarks. The overall purpose of the licensing program is to protect the University's trademarks and to promote Saint Augustine's University.

II. Who Should Use This Policy

This policy applies to faculty, staff, students, academic departments, ad hoc groups, administrative divisions/departments, alumni organizations, informal groups and student organizations. Suppliers and manufacturers of commercial and non-commercial products must comply with their licensing agreement with the University.

III. University Trademarks

The University's trademarks include, but are not limited to: the words "Saint Augustine's University", the Falcon Athletic Logo; the official word mark of Saint Augustine's University; the official shield of Saint Augustine's University; and all current and future trademarks, service marks, word marks, designs or logos used by Saint Augustine's University.

The University asserts ownership over its name and any trademark that has come to be associated with Saint Augustine's University. The University has registered or filed to register certain of its trademarks with the U.S. Patent and Trademark Office.

IV. Guidelines for Use of Trademarks

The University's trademarks are intended to present a positive image of Saint Augustine's University, and may not be altered in any way nor can the University's trademarks be used in the name of a business, logo, in promoting services or on a product in a way that could state or imply an endorsement by the University.

The University's trademarks are not to be used in any way that discriminates or implies discrimination against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of the University's anti-discrimination policies.

The use of University trademarks with the following types of products normally will not be approved:

- products that could be used to injure or kill;
- alcohol-related products;
- tobacco-related products;
- sexually suggestive products;
- food and beverage products and accompanying packaging (other than for limited internal consumption in connection with official University events);
- products that present an unacceptable risk of liability;

Certain artwork or designs will not be approved for use in conjunction with the University's trademarks. These include the following:

- art depicting the use or endorsement of alcohol;
- art depicting the use or endorsement of illegal drugs;
- art depicting the use or endorsement of tobacco products;
- art depicting the use or endorsement of firearms or other weapons;
- art depicting racist, sexist, hateful, demeaning or degrading language or statements;
- art depicting profanity;
- art depicting sexual acts;
- art depicting statements derogatory to other Colleges or Universities;
- art or a design incorporating trademarks or copyrights not owned by Saint Augustine's University, unless written permission for such use is satisfactory in form and substance to the University it is obtained from the mark holder or copyright owner.

V. Approval

Prior to using any University trademark, you must request and receive permission from the University.

Non-commercial use of any University trademark by a school, division or department of Saint Augustine's University, or by a student or other campus group, or as part of a

course generally does not require payment of royalties. However, a representative of the group must request permission to use the trademark in advance.

Except as otherwise noted below, permission to use any University trademark must be granted by the Office of Marketing and Communications prior to production of each item utilizing the trademark. Requests to use University trademarks for non-commercial purposes should be submitted to the Office of Marketing and Communications via email to branding@st-aug.edu. Your request will be forwarded to the Associate Vice President for Marketing and Communications.

Approval to use a trademark for one application (for example, a t-shirt) does not constitute approval to use the mark in connection with any other item or to change the design in any way, without seeking additional approval.

VI. Compliance

Persons or entities which use the University's trademarks without permission are subject to civil and criminal penalties pursuant to trademark law. The University intends to protect its trademarks and associated goodwill to the full extent of the law.

VII. Contact

The Office of Marketing and Communications office welcomes any questions you have regarding this policy or the proper use of University trademarks. Please contact us at 919-516-4190 or via e-mail at branding@st-aug.edu.