

TEXAS TECH UNIVERSITY HEALTH SCIENCES CENTER

Operating Policy and Procedure

HSC OP: 67.04, Use of "Texas Tech University Health Sciences Center" Name for Individual and Private Business Purposes and Licensing: Use of Indicia, Logo and Symbols

PURPOSE:

- (7) Sexually Suggestive Products—including, but not limited to, inappropriate slogans imprinted on clothing and the configuration of certain novelty items
- (8) Services—except in accordance with the special requirements of the Office of General Counsel applicable to services

2. **Registration and Licensing.**

- a. Registration will be maintained primarily in the United States, but it may also extend internationally if significant markets develop.
- b. Licensing will be handled by the Office of External Relations.
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- c. TTUHSC will enforce restrictions on the use of registered marks by individuals or organizations that have not been licensed to do so and will require anyone who sells goods which carry unlicensed registered marks to either obtain a license and pay a royalty on the unlicensed goods held for sale or, at TTUHSC's option, withdraw the goods from 1 (r)-8.3 2Pon,ered2 (t)8.14anizati74do do

PROCEDURE:

1. Responsibilities in Licensing Program.

- a. The Office of External Relations is responsible for licensing matters. Any administrator or employee receiving phone calls, correspondence or applications for such licenses shall refer them to that office. Any active files of correspondence concerning this subject or related material held by other offices should be forwarded to the Office of External Relations for action.
- b. The Office of External Relations is responsible for the review and approval of the specific purpose and/or use of the proposed use of institutional words, seals, logos, and symbols. The proposed use must be compatible with institutional purpose and mission.
- c. The license shall be executed through the Contracting Office and shall be for a period of time not to exceed two years, and is for a non- exclusive use without geographical restrictions.

2. Trademark Usage Policies

- a. Registered student organizations (RSO) may use the university's registered marks when used in connection with a group activity, provided items are acquired from a licensed vendor. A sample or drawing needs to be provided showing how the university's registered marks are to be used before production of the merchandise can proceed. This sample will be submitted by the licensed vendor selected by the TTUHSC registered student organization.
- b. Departments of TTUHSC may use the university's registered marks on merchandise, provided items are acquired from a licensed vendor. A sample or drawing needs to be provided showing how the university's registered marks are to be used before production of the merchandise can proceed. This sample will be submitted by the licensed vendor selected by the TTUHSC Department. The sample must also be attached with a requisition in TechBuy for internal approval by the Office of External Relations.
- c. In-house use: Registered student organizations, student sports teams, and university departments may use any university registered marks for "in-house" purposes (e.g., posters, signs, banners, brochures) that deal with on-campus activities. Such use must reflect positively on the university and be reproduced accurately by a licensed vendor of Texas Tech. The student organization's name must be included in the design. Approval from the Office of External Relations is required.
- d. Recognized student organizations and campus departments may include a sponsor name/logo along with university trademarks on products and certain forms of advertising. However, the student organization/department's name must be included in the design to communicate that the relationship is a partnership with a particular group and not an endorsement by the university as a whole. Approval will not be granted for sponsors who conflict with university exclusive agreements. Based on the scope of the program, a rights fee may be assessed to the sponsor to associate its name with Texas Tech University Health Sciences Center. These sponsors may not be designated as "Official" or "Exclusive." University departments will need to secure approval of any joint advertisement from the Office of External Relations, and guidelines for non-Texas Tech use still apply.
- e. Sales restricted to campus organizations and departments: Registered student organizations and university departments may sell or give away products (such as T-shirts), which display university registered marks combined with the names

and logos of that organization, department, or activity. These items must relate directly to an on-campus activity sponsored by that organization/department. Items need to be unique and not compete with products and/or artwork available in the retail market and be reproduced accurately by a licensed vendor of Texas Tech. Approval from the Office of External Relations is required. Royalties will apply.

3. Policies and Guidelines for non-Texas Tech Use (includes donor, individual, and commercial use)

Reproduction of all registered marks that identify Texas Tech University Health Sciences Center may not be used without the prior expressed written approval of the university.

- a. Private and/or corporate businesses may not use TTUHSC's registered trademarks on company vehicles. Placing Texas Tech's registered trademarks near company information on company vehicles is prohibited, as there will be a likelihood of confusion that the company is a representative of, or sponsored by, Texas Tech (e.g., paint, decals).
- b. Private and/or corporate businesses may not use TTUHSC's registered trademarks in the sale of commercial products or advertising. University indicia cannot be incorporated into off-campus business telephone numbers, Internet addresses, or Internet domain names.
- c. The university does not permit the use of its identifying graphics by any other institution or business.
- d. Private and/or corporate businesses or organizations may not use the trademarks of the university in any type of advertisements, on Web sites, or on banners, etc., without written

