



# OFFICE OF TRADEMARK MANAGEMENT AND LICENSING

JASON HARBISON AND ELLIE LARUE



AUBURN

# OFFICE OF TRADEMARK MANAGEMENT & LICENSING



## OVER 500 CURRENT LICENSEES ACROSS APPROXIMATELY 460 PRODUCT CATEGORIES AND SUBCATEGORIES

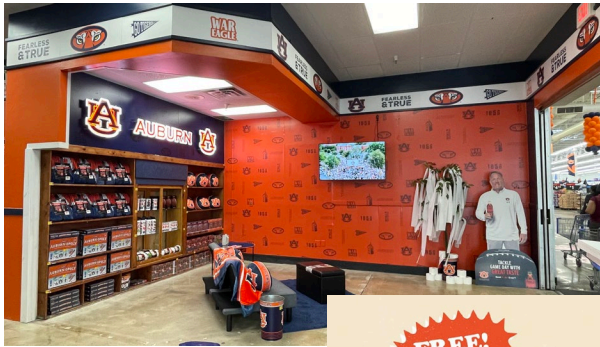
- Top licensees: Under Armour, Knights Apparel, Lululemon, MV Sport, Colosseum, Balfour
- Subcategories: T-Shirts, Polo Shirts, Headwear, Class Rings, Drinkware

## \$4-\$5 MILLION IN ROYALTIES ANNUALLY

- Key retailers: AU Bookstore, AU Team Shop, J&M Bookstore, Amazon, Alumni Hall, Dick's Sporting Goods, Fanatics, etc. (Almost 4,000 retailers!)



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## AREAS OF FOCUS

### Promote Officially Licensed Products

- Experiential retail (Pop-up Shops)
- Brand Collaborations
- Support retailers & direct-to-consumer licensees

### Social Media

- Instagram - @aloveitshowit
- Twitter - @aloveitshowit
- Facebook - @aloveitshowit

### Consumer Website

- [www.auburnloveitshowit.com](http://www.auburnloveitshowit.com)

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## AREAS OF FOCUS

- Brand Protection
  - Federal Registrations
    - Standard logos, Vintage Logos, Institutional Marks, Aubie, Campus Landmarks, Verbiage, etc.
    - See complete list under Brand Elements at [licensing.auburn.edu](https://licensing.auburn.edu)
  - Counterfind
    - Web takedowns including Amazon Marketplace, Etsy, Facebook, etc.
- Cease and Desist Letters
- Gameday/City Enforcement





# OFFICE OF TRADEMARK MANAGEMENT & LICENSING

## CONTINUED

- Serve the Campus Community
  - Departments
  - Faculty
  - **Student Organizations**
  - Alumni Clubs
- Connect with Licensees
  - Apparel
  - Promotional Products
  - Other
- Email
  - General: [licensing@auburn.edu](mailto:licensing@auburn.edu)



# STAFF COUNCIL AND THE AUBURN BRAND

LICENSING.AUBURN.EDU/CAMPUS-DEPARTMENTS/

- All product must include the official departmental logo, per Brand Guidelines.
- Campus Departments may use the interlocking AU, tiger eyes, and eagle logos, as well as Auburn word marks as graphic elements, but may not use vintage logos or the university seal. Any logo should be separate and stand alone from the rest of the design. In other words, the interlocking AU, etc. may not be incorporated into artwork. Departments may incorporate the Aubie image into their designs.
  - The department's depictions of Aubie need to be reasonably consistent with university's then-current depictions of Aubie, including with respect to size/portion and current demeanor and characteristics. In the department's depiction, Aubie may be shown as wearing items that reflect the department's mission.
- Aubie's name and/or likeness should not be used in the overall branding of a department or project without formal approval from the Aubie Program and the Office of Trademark Management & Licensing.
- Designs may contain graphics that reflect the Auburn campus, but the design cannot incorporate the department logo or event into the graphic or verbiage or alter the Auburn graphic or verbiage to reflect the purpose of the department or event.
- No patterns or designs may be placed inside Auburn logos. Only the word "AUBURN" may be altered with a pattern design inside the letters



## Trademark Management & Licensing

[GET LICENSED](#)[ABOUT AUBURN LICENSING](#)[FAQS](#)[LICENSEE LIST](#)[LOOK FOR THE LABEL](#)[REPORT UNLICENSED](#)

### Campus Use

Resources for campus departments and student organizations about using Auburn's brand

[Using The Logo](#)

### Brand Elements

Auburn University's trademarks, traditions and other brand elements protected to keep Auburn unique

[Logos, Verbiage & More](#)

### General Requests

Information for individuals, businesses, organizations and others about using Auburn's brand

[Learn More](#)



## Campus Use



### Campus Departments

Campus departments are allowed to use Auburn trademarks and brand elements on products in conjunction with their name. Departments must use only officially licensed manufacturers for their apparel, promotional products and other items.

[Using Auburn Trademarks For Campus Departments](#)

### Student Organizations

Student organizations recognized by Auburn University may have limited use of the Auburn University name and other trademarks to demonstrate their relationship with the university.

[Using Auburn Trademarks For Student Organizations](#)

#### Resources

[Auburn Athletics](#)[Auburn Photographic Services](#)[Auburn University Home Page](#)[Collegiate Licensing Company](#)[Licensed Bakeries](#)[Logos & Brand Elements](#)[Mask/Face Covering Information](#)[Social Responsibility](#)





# Campus Departments

## Campus Departments Use

Use of Auburn University's name or other Auburn trademarks with a college or department name implies association with the University. Therefore, only official campus departments are allowed to use AU trademarks.

Licensing policies cover all AU related merchandise with the exception of printed paper materials covered under the policies of AU's Office of Communications & Marketing (OCM). AU related brochures, pamphlets, stationery, note cards, banners, and other signage for internal purposes fall under OCM's printing policies and require only the approval of their office. For approval on these items, please visit [aub.ie/brandreview](http://aub.ie/brandreview) to submit a request for print approval.

Promotional Products (Non-Apparel) & Promotional Apparel Licensees

## Resources

[Auburn Athletics](#)

[Auburn Photographic Services](#)

[Auburn University Home Page](#)

[Campus Department Information](#)

[Collegiate Licensing Company](#)

[Licensed Bakeries](#)

[Logos & Brand Elements](#)

[Mural Information](#)

[Student Organization Information](#)

# BRAND USE REQUEST FORM

- All requests for product should start here
  - Must hit the submit button
  - Confirmation Email with your form details
  - Form Reviewed within 48 hours
  - Approved or contacted if any further questions
  - Receive email with further instructions

### Brand Use Request Form

Please complete the form below with information about your brand usage request:

**Name \***

FirstLast

**Email \***

EmailPhone

**Student Organization, Campus Department Or Affiliate Group? \***

Select one...

**Purpose Of Use Of Trademarks \***

Select one...



Congratulations, Ellie, your preliminary trademark use request for **Spring Philanthropy Event T-shirt** has been approved! Please see the *specific* information below regarding the next steps. For ALL orders, please use **Trademark Reference #5913** in communication with the licensee or our office. Please keep in mind that some slight artwork adjustments may be requested during the final approval phase.

Once reviewing the process details below, use this link to request quotes from licensed vendors: [View Project Status and Select Your Licensee\(s\)](#)

#### **Apparel orders:**

Please visit the [list of licensees](#) which have been approved to manufacture campus orders. Select from the companies that have "Apparel" listed under their logo (click on any logo for more company information). Contact one (or more licensee) to work with on your project. Please use **Trademark Reference #5913** in your communication with licensees. Once you have selected a company, they will submit the artwork through the Collegiate Licensing Company and the Auburn University Office of Trademark Management & Licensing for final, formal approval.

If this is a Greek organization, keep in mind that not all companies have Greek licensing rights, so [click here for Greek licensees](#).





# CONTACT US



Email

JASONH@AUBURN.EDU  
ELLIELARUE@AUBURN.EDU



Website

LICENSING.AUBURN.EDU  
(AUB.IE/TM)



Socials

@AULOVEITSHOWIT