

## **Policies and Guidelines for Auburn Alumni Association Clubs**

In partnership with the Auburn Alumni Association, the Office of Trademark Management and Licensing wants to ensure that all club members have access to purchasing Auburn logoed merchandise and/or product co-branded with Club logos.

The use of Auburn University's name or other Auburn trademarks implies association with the University. Therefore, any product, packaging or signage bearing Auburn University trademarks (with or without club logos) must be purchased only from those manufacturers licensed to produce merchandise bearing AU marks. Using an officially licensed company to manufacture a product ensures that the company has provided appropriate product liability insurance and has fulfilled all contractual requirements.

To ensure consistency in the use of the AU name and logos, all designs must be approved by the Office of Trademark Management & Licensing before production. The licensed manufacturer will submit the design for approval on behalf of the organization. However, if there are questions concerning the design, the club's representative may contact the Licensing Office directly.

Use of trademarks or other intellectual property owned by a third party must be approved by that entity in writing and submitted to the Licensing Office along with the desired artwork. For example, if you wish to use artwork, slogans, or trademarks created by someone not associated with your club, a written release allowing for such use is required before Auburn will grant design approval.

Royalties collected for using AU marks support the University's general scholarship fund. Therefore, royalties are due on all AU merchandise regardless of the purpose for which it is produced. This includes items given away at conferences, workshops, or clinics where a registration fee is required and the price of the premium item has been included in the fee. Fund-raising projects that use AU's trademarks on products are not exempt from royalty payment.

The University has more than 500 licensees nationwide and numerous in-state and locally licensed companies from whom you can purchase club merchandise. If you are unable to locate your desired product, please contact the licensing office at (334) 844-5180 or [aulogo@auburn.edu](mailto:aulogo@auburn.edu).