

## **Policies and Guidelines for Campus Departments**

Use of Auburn University's name or other Auburn trademarks with an organization name implies association with the University. Therefore, only official campus departments are allowed to use AU trademarks in conjunction with their name.

Some of Auburn's federally registered trademarks include the words or word phrases AUBURN, AUBURN UNIVERSITY, AUBURN TIGERS, and WAR EAGLE, plus the INTERLOCKING AU logo, TIGER EYES logo and others. To ensure consistency in the use of the University's name and logos, all products, signage, or packaging bearing reference to Auburn University must be produced by manufacturers licensed through the University's licensing agent, the Collegiate Licensing Company (CLC). Only officially licensed manufacturers carry appropriate product liability insurance naming Auburn as an additional insured.

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, etc. Merchandise using AU trademarks that is produced for fund-raising projects is also required to be licensed and is not exempt from royalty payment.

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, and banners fall under OCM's printing policies and require only the approval of their office. However, if any of these printed materials will be made available for sale, such as calendars and cookbooks, this merchandise will have to comply with AU's licensing policies and the printer of these pieces will have to be licensed through the University's licensing agent. The licensing process for these types of campus projects is easy to work through. Call AU's Office of Trademark Management & Licensing for more information.

### ***Procedures for Obtaining Art & Product Approvals:***

- The University has more than 500 licensed manufacturers nationwide with numerous in-state and locally licensed companies. A list of AU licensees can be found at [.](#)
- If you cannot find a manufacturer who offers the product you desire, call AU's Licensing Office for assistance at 844-5180 or e-mail [autrademarks@auburn.edu](mailto:autrademarks@auburn.edu) .
- Take your desired artwork to a licensed manufacturer or ask the licensee to assist you in designing the look you desire.
- The licensed manufacturer will submit your design to AU's Licensing Office for approval and remit royalties to the University's licensing agent.

- If there are questions concerning your design, contact AU's Licensing Office at 844-5180 or email [autrademark@auburn.edu](mailto:autrademark@auburn.edu) .

***Policies Concerning the Approval of AU Related Artwork:***

- To protect Auburn University's trademarks and promote a consistent visual identity, AU logos, symbols and marks may vary in size, but cannot otherwise be altered, tampered with, modified, incorporated into other marks, or overprinted with other words or design elements.
- The Auburn University Seal is allowed only on official University documents and occasionally on upscale quality merchandise.
- Any campus department wishing to purchase product that bears University trademarks for an event they are hosting, must incorporate the organization or department name in the design or on the product.
- Use of a current student-athlete's name on commercial merchandise is a violation of NCAA rules and may result in the student-athlete being declared ineligible. Any use of a student-athlete's name, nickname, or picture must be approved by the AU Athletics Compliance Office. Contact Mr. Mark Richard at 844-9523.
- Use of 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 department, a written release allowing for such use is required before Auburn will grant design approval. This type of approval process often takes weeks, so allow enough time for such approval to be obtained.
- Campus departments may include a sponsor name/logo along with University trademarks on products and certain forms of advertising. However, the department's name must be included in the design to communicate that the relationship is a partnership with a particular department and not an endorsement by the University as a whole. Based on the scope of the program, a rights fee may be assessed to the sponsor to associate its name with Auburn University. University departments will need to secure approval of any joint advertisement from the Licensing Office and Marketing and Communications.