

## University Intellectual Property Use and Licensing



Approved: June 28, 2010

Revised: June 17, 2013

October 22, 2015

January 29, 2020

Next Scheduled Review: January 29, 2025

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### Procedure Summary

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Texas A&M University-Central Texas (A&M-Central Texas) prohibits the use of any of its registered symbols, insignia, or other identifying marks without express written approval. For purposes of this University Procedure, this prohibition includes, but is not necessarily limited to, all registered marks to the University's name (past or present), abbreviations, symbols, emblems, logos, mascot, slogans, official insignia, uniforms, landmarks, still and moving images, or songs. Licenses will not be granted for the use of distinct marks on products that are not compatible with the image of the University as a major institution for education, research and public service.

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### Procedure

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#### 1. GENERAL

Any use of the University's Intellectual Property is made with the express approval and consent of the University through a Collegiate Licensing Agreement, and only under circumstances benefiting the University, its students and personnel, or educational mission. The University licenses its Intellectual Property to ensure the University's continuing control over its use. All products or services that feature University Intellectual Property must be produced by licensed vendors.

#### 2. ADMINISTRATION

The President of A&M-Central Texas has delegated the authority to approve the use of the University's Intellectual Property for printing, advertising, or other public distribution to the Executive Director of Communications & Advancement Services whose responsibilities include, but are not limited to:

- 2.1.1 Register the University's Intellectual Property with state, national, and international governing bodies.
  - 2.1.2 Develop and evaluate publication guidelines beyond this procedure for use by all University departments and recognized student organizations.
  - 2.1.3 Approve the use of the University's Intellectual Property.
- 2.1 The President of A&M–Central Texas has delegated the authority to approve the use of the University's Intellectual Property for use in commerce to the Executive Director of Communications & Advancement Services whose responsibilities include, but are not limited to:
- 2.2.1 Develop and evaluate licensing guidelines beyond this procedure for use by all University departments and recognized student organizations.
  - 2.2.2 In collaboration with the University's contract administrator, negotiate and consummate agreements for the commercial use of University's Intellectual Property.
  - 2.2.3 Monitor sales reports and accounts for royalties paid by licensees for the use of the University's Intellectual Property.
  - 2.2.4 Monitor use of vendors. If it is discovered that a University department or recognized student organization has utilized an unlicensed vendor, that group will be assessed the licensing fee.
  - 2.2.5 Monitor the marketplace to control unlicensed use. For purposes of this procedure, commercial shall be construed to include both for-profit and not- for-profit businesses. Unlicensed vendors who sell goods bearing the University's Intellectual Property will be required to obtain a license and pay royalties, or withdraw the goods from sell.

### 3. APPROVED USAGE

- 3.1 With prior written approval, the University's Intellectual Property may be used for printing, advertising, or other public distribution by all university departments and recognized student organizations, as long as such use is in support of the University's mission and is in accordance with publication guidelines developed by the Executive Director of Communications & Advancement Services.

With prior written approval, the University's Intellectual Property may be used for commercial purposes by all university departments and recognized student organizations as long as such use supports the University's mission and is in accordance with licensing guidelines developed by the Executive Director of Communications & Advancement Services.

- 3.2 The University prohibits the use of any of its Intellectual Property in any form in connection with partisan political activity of any kind, and the endorsement, support, or promotion of political candidates or legislative initiatives.
- 3.3 The University prohibits the use of any of its Intellectual Property in the name of a commercial business, in advertising commercial services, or on periodic commercial publications without a proper licensing agreement as administered by the Executive Director of Communications & Advancement Services.
- 3.4 The University prohibits the use of any of its Intellectual Property by non-university entities in such a way that implies university ownership or endorsement.

#### 4. SALES

- 4.1 Individuals who desire to sell merchandise on the A&M–Central Texas campus must have a formal contract with A&M–Central Texas for such sales. Contracts for sales must be initiated through the Executive Director of Communications & Advancement Services, who works collaboratively with the collegiate licensing service provider, and who will work collaboratively with the University's Contract Administrator on any contractual obligations outside of that process.
- 4.2 Any merchandise offered for sale to the public that carries Intellectual Property for A&M–Central Texas must be pre-approved by the Executive Director of Communications & Advancement Services.
- 4.3 Any merchandise offered for sale to the public by a department or organization must have been acquired in accordance with University purchasing guidelines.
- 4.4 Merchandise offered for sale must be in agreement with contracts the University might have with various corporations, e.g., bookstore operations contractor.

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## **Related Statutes, Policies, or Requirements**

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[System Policy 09.02 Use of System Names and Indicia](#)

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## **Contact Office**

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Office of Communications and Advancement  
(254) 519-5477