

**Policy Number:** 108  
**Effective Date:** 7/1/1995  
**Applicability:** University Trademarks

## LICENSING OF UNIVERSITY TRADEMARKS POLICY

### Purpose

Lehigh University enjoys a rich history dating back to the founding of the University in 1865. In developing a strong tradition, the University has become identifiable by several words and symbols that are known as trademarks. A trademark may be a word, symbol, design or combination word and design, a catch phrase or even a unique sound, which identifies and distinguishes the goods or service of one party from those of another. Lehigh has several "protected" marks; these trademarks arose out of unique usage by the University, and have been federally registered with the United States Patent and Trademark Office. The tradition of the University, coupled with its large alumni and supporter base, has produced a considerable demand for products that display the marks associates with the University.

### Policy

The Director of Purchasing is responsible for the Licensing Program at Lehigh. The Director of Purchasing may delegate authority to designated and approved licensing administrators. A Licensing Committee has been formed in order to provide strategic direction for the Licensing program, and to insure that the Licensing program ultimately supports the branding and visibility goals of the University. The Licensing Committee is comprised of representatives from Purchasing, Business Services, University Relations, Athletics, Alumni Association, and the campus Bookstore (Barnes and Noble).

As part of the requirements of a licensing program, the University requires any company desiring to produce products with the protected marks to become a Licensee. Additionally, all University groups, departments, and individuals wishing to use or distribute products which incorporate University marks must be a Licensee, or must purchase the goods from a Licensee. All companies, once properly licensed, must obtain artwork approval for each product manufactured from the designated and approved licensing administrator prior to producing / distributing / selling, any products that

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utilize the University's registered and common law trade names, trademarks, and service marks regardless of use or method of distribution.

### POLICIES AND PROCEDURES

1. The names and marks of The University will not be used in the promotion of alcohol, tobacco, and "recreational" drug products.

2. The names and marks of The University are to be used on products which are tasteful and of such a nature as to reflect positively on the image of the University.
3. Merchandise that bears a registered (or common law) trademark, trade name, service mark, or logo of Lehigh University must be approved, in writing, by Lehigh University or Strategic Marketing Affiliates, Inc. (the current designated and approved licensing administrator) prior to production.
4. Merchandise produced without written authorization may be considered "counterfeit" and subject to all available legal remedies, including seizure of the merchandise.
5. Logos are to be used as registered, including the appropriate trademark designation, but may not be otherwise altered without the expressed authorization of Lehigh University or SMA.
6. Departments and recognized student groups may use certain logos for official business. Departments requesting authorization for use within official University publications, letterhead and business cards should direct their requests to the Director of Marketing in the Office of University Relations. Recognized clubs and organizations should direct their requests for approval to the Director of Purchasing in the Office of Institutional Purchasing.
7. University logos cannot be used to endorse or promote a private group or business unless authorized by a formal contract or sponsorship agreement. Private companies are allowed to use University logos only after entering into a promotion specific agreement with the University that has been authorized by appropriate University personnel.

**Keywords:** Licensing, Trademark, Logo