

SAP 09.02.99.T0.01 Licensing and Use of University Names, Logos and Trademarks



Approved: June 1, 2007
Revised: July 17, 2018
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Procedure Summary

Tarleton State University (Tarleton) maintains a licensing and trademark program to ensure the university's continuing control over the use of all official university trademarks and logos. All products or services, for internal or external use, that feature university trademarks must be produced by licensed vendors. This Standard Administrative Procedure (SAP) supplements Texas A&M University System Policy 09.02, *Use of System Names and Indicia*, and is established to ensure that Tarleton retains the benefit and control of its trademarks. Any use of the university's trademarks for use in commerce is made with the express approval and consent of the university through the Office of Marketing and Communications (Marketing and Communications), part of the Division of University Relations, and only under circumstances benefiting the university, its students and personnel, or educational mission.

Procedures and Responsibilities

1. The assistant vice president for marketing and communications has been delegated responsibility by the university president to ensure this SAP, system policy, the established guidelines, and state requirements are followed.
2. Marketing and Communications oversees licensing administration, verifies the appropriate use of university marks, and serves as a resource for questions pertaining to licensing and trademarks.
3. All requests for use of Tarleton trademarks must be submitted to Marketing and Communications for review. The rights to use university trademarks is granted to licensed vendors, sponsors, and university partners through the form of a contract. All merchandise and apparel utilizing university marks are required to be produced by a licensed vendor. Licensed vendors are required to submit all artwork using university trademarks to the university's licensing agency for review and approval prior to production.
4. Licensing and Trademark Standards and Guidelines and information on submitting requests, including the Licensed Vendor List, are located on the university's website at <https://www.tarleton.edu/licensing/>.

Related Statutes, Policies, or Requirements

[System Policy 09.02 Use of System Names and Indicia](#)
[Tarleton's Collegiate Licensing Program](#)

Contact Office

Marketing and Communications
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