



## University Trademarks & Licensing

Over the years, the symbols, icons, traditions and trademarks have come to represent the passion of Miami University alumni, fans and students. In the late 1990's the University Trademarks & Licensing Office was established to ensure that these marks and images are used properly.



The primary roles of the Miami Trademarks & Licensing Office are:



**Protect** the trademarks, service marks, logos, symbols and indicia that belong to the university and that are associated with the values and traditions of Miami.



**Promote** the university in a consistent manner by only allowing uses by officially licensed vendors on quality products.



Create revenues to *fund student scholarships.*



# Student Organizations and Clubs

- \*\* Officially recognized student organizations or clubs may purchase merchandise displaying both the student organization's name/logo and university trademarks for organization use with permission of the University Trademarks and Licensing Office.
- \*\* University trademarks may not be altered and all merchandise must include the organization's name/logo prominently on the product. Student organizations are required to use licensed manufacturers.
- \*\* A recognized student group that uses a trademark without obtaining approval or after approval has been denied, or that alters a trademark, may be subject to campus-based discipline for violation of the university's policy.

## **Royalty requirements:**

All merchandise purchased for use by organization members only will be exempt from royalties. If the merchandise is for resale to anyone else, even as a fundraiser for charity, royalties must be paid to the university. Royalties will also be required if your item is a giveaway for a paid ticketed event, or an event with a registration fee. The vendor pays the royalty, and this will be reflected in the price quote you receive from the vendor.

## **Steps for Approval:** *(Please do this before you create your PO in Miami Buyway)*

1. Select the licensed vendor that will be producing your Miami product.  
If you have not selected a licensee and need help in this process, call or email the Trademarks and Licensing Office. With over 200 licensed vendors, we can provide lists of vendors for virtually any product you can dream up.
2. Choose the design you plan to use and create an electronic copy.  
If the licensee you chose is creating the art for you, they will provide this for you.
3. Complete the **Trademark Usage Request Form** and submit your design/art.  
It is important that you completely fill out the form and specify how you intend to use the items ordered. Along with submission of the form, you will upload your design.
4. After review of your request by the Trademarks and Licensing Office, you will be notified of the outcome via email.
5. Upon final approval, create your purchase order request using the Miami Buyway system and attach your email notification of approval.

Questions? Call or email the Trademarks & Licensing Office. We're here to assist you when ordering your Miami merchandise.

## **MiamiOH.edu/Trademarks**

Samantha Stevens, Manager of University Trademarks & Licensing, x 9-8332 or [steven15@MiamiOH.edu](mailto:steven15@MiamiOH.edu)

# Club Sports

Club Sports will be allowed to use the beveled-M or simply MIAMI on their apparel, provided that you state "CLUB" preceding or followed by your sport, i.e. "BASEBALL CLUB" or "CLUB ROWING."

Club Sports will be allowed to use the beveled-M or "MIAMI" followed by team name (i.e., "MIAMI ROWING") on apparel, as long as the Club Sport logo is placed somewhere on the item.

## Club Sport Logos:



## Club Sport Disciplinary Action Policy Regarding Miami Trademarks:

All print advertising, website, and apparel designs bearing the Miami name or logos must receive prior approval by the Director of Club Sports.

Regarding apparel or merchandise, the Manager of University Trademarks and Licensing will provide final approval, and the Trademark Usage Request Form must be completed. A licensed vendor must be used for all apparel and merchandise regardless of the method of payment.

Failure to abide by the university's policies regarding trademarks and logos will result in a \$100 fine, along with a two year probation related to apparel (will not interfere or limit other activities). A second infraction within a two-year period will result in a \$250 fine, along with a two year probation related to apparel (will not interfere or limit other activities). A third infraction in a two-year period will result in suspension from using the Miami trademarks and logos for the period of one year. These sanctions will be imposed by the Director of Club Sports under the advisement of the Manager of University Trademarks and Licensing.

Infractions may include, but are not limited to, use of an unlicensed vendor, failure to obtain proper approvals, or inappropriate design or terminology.

## MiamiOH.edu/Trademarks

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