

OFFICE OF THE CHANCELLOR
University of New Orleans

Administrative Policy & Procedure
AP - 47.6
Effective Date: 9/15/89

SUBJECT: Use of University Indicia

PURPOSE

To protect and control the use of University of New Orleans indicia as well as the products, promotions, and advertising on which those indicia are used.

DEFINITIONS

1. "Indicia" means the designs, trademarks, tradenames, service marks, logographics, and symbols, including, without limitations, the designations "University of New Orleans", "UNO", "Privateers", and other designs, seals and symbols which have come to be associated with the University.
 2. "Licensed Articles" means merchandise or products bearing one or more of the indicia.
 3. "Royalties" means a defined percentage of the net sales of the licensed articles/premiums as set forth in the licensing agreement.
 4. "Premiums" means any article given free or sold at less than the usual selling price for the purpose of increasing the sale of, or publicizing any other product or service, or for any other giveaway or promotional purpose.
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GENERAL POLICY:

It is University policy to control the use of its indicia in any commercial, promotional, or private use. Any person, organization, or company wanting to manufacture and/or sell articles/premiums bearing University indicia must be licensed by the University's licensing agent or must purchase these articles/premiums from a manufacturer licensed by the same.

The University will pursue a "no exemption" licensing policy. Manufacturers are not exempt from licensing procedures even if merchandise is produced for resale or used as premiums by the University. For this reason, campus retail outlets will not have any advantage over outside outlets.

The University shall protect its indicia from unauthorized use by auditing the marketplace for infringers. All licenses are required to have sufficient product liability insurance to protect the University from claims, as defined in the licensing agreement.

The administrator of the licensing program will be the Manager: Licensing and Retail Promotions, located in the Office of Business Affairs. The manager will actively seek new licensee and retail outlets and work with these companies and outlets on approved promotions. The manager will assist units in complying with the policy.

University departments, organizations, or merchandise outlets shall not purchase, sell, or use as premiums unlicensed articles.

All items with University indicia which are not for resale or sold at cost or below cost to organizations' membership are not subject to royalty fees.

All items with University indicia purchased or manufactured for resale for a profit are subject to royalty fee regardless how small the net profit.

All items with University indicia sold to the general public are subject to royalty fees regardless if sold at cost, below cost, or for a profit.

AUTHORITY:

Article VII, Section 4, of the Bylaws and Regulations of the Board of Supervisors of the Louisiana State University System.

PROCEDURES:

1. All indicia use must be approved by the University through the Office of Business Affairs.

2. All bid specifications for items which will bear any University indicia must contain the following:

The University participates in a collegiate licensing program. Any merchandise which bears the University's name, initials, logo, seal, or other markings identifiable with the University must be licensed through the following agent:

Collegiate Concepts, Inc.
320 Interstate North Suite 102
Atlanta, GA 30339
(404) 956-0520
Licensing Director: Patrick Battle

3. The University will not issue a purchase order to an unlicensed vendor.

4. To provide that licensed articles are of a consistent quality, samples will be required for approval prior to distribution and/or promotion.

5. The "Officially Licensed Collegiate Products" label should appear on all licensed articles/premiums when deemed appropriate.

6. Royalties will be used initially to defray the cost of the licensing activities, any excess will be distributed as follows:

Academic Scholarship Support 50 percent
Athletic Scholarship Support 25 percent
Services (University Center) 25 percent

7. Departments or organizations which desire to order, distribute, or produce items without the payment of royalties shall request exemption via a Royalty Exemption Form with the Office of Business Affairs.

Gregory M. St. L. O'Brien
Chancellor

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