


Effective Date		Date of Revision	 Policies, Rules And Regulations
12-2-03			
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UNIVERSITY MARKETING, COMMUNICATIONS, PRINTING AND REPROGRAPHICS, COPYRIGHT, ADVERTISING, LICENSING AND WORLD WIDE WEB		4.6	Page 1 of 2
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UNIVERSITY POLICY STATEMENT

The trademarks of Eastern Michigan University are the exclusive property of the Eastern Michigan University Board of Regents, in accordance with the trademark and service mark registrations filed with the U.S. Patent and Trademark Office and the Michigan Secretary of State. The University reserves ownership of any trademark, service mark, logo, insignia, seal design or other symbol or device associated with or referring to Eastern Michigan University.

UNIVERSITY PRACTICE

To protect its brand and fiscal reputation and meet legal obligations associated with trademark registration, the University has established the Trademark Licensing Office.

Persons or businesses wishing to use University marks commercially must enter into a licensing agreement. The University issues non-exclusive licenses.

University departments, registered student organizations or individuals wishing to use University marks for non-commercial use must obtain prior approval from the Trademark Licensing Office.

Registered student organization wishing to use University marks for commercial purposes, where all sales revenues will be deposited in the organization's account, may apply for a limited, non-royalty license.

University Licensing must approve the development of all logos independent of the University logo to represent individual administrative entities.

University marks cannot be used in association with political fundraising or campaigns.

RESPONSIBILITY FOR IMPLEMENTATION

The Executive Director for University Marketing and Communications is responsible for administering this policy.

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SCOPE OF POLICY COVERAGE

This policy applies to all faculty, staff, students, external businesses and individuals seeking to use University marks.

Authority for Creation or Revision

Minutes of the Board of Regents: December 2, 2003, para. .6194M.