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Policy

UNIVERSITY POLICY FIN-12.01 - 04/20

TO:	The University of West Florida Community
FROM:	Dr. Martha D. Saunders, President
SUBJECT:	Use of UWF Licensed Marks
Responsible Office/Executive:	Division of Finance and Administration Business and Auxiliary Services

I. Policy/Purpose:

To set forth UWF policy concerning the use of UWF licensed marks and approved licensed vendors when ordering any merchandise bearing a UWF licensed mark.

II. Who Does this Govern and Who Needs to Know this Policy?

This policy governs all University of West Florida departments, student organizations, and their representatives. The campus community should be aware of and comply with this policy.

III. Definition of Terms:

A. Infringement is the unauthorized use of a trademark, or use of a trademark so similar that it causes confusion in the mind of the public as to the source affiliation or sponsorship of the product or service.

B. Registered Mark is a trademark that has been registered with the Federal government through the U.S. Patent and Trademark Office. Federal registration provides additional protection and remedies for trademark infringement.

C. UWF Trademark is any mark, logo, hallmark, seal, symbol, nickname, letter(s), word, or derivative that can be associated with the University of West Florida and can be distinguished from those of other institutions or entities.

IV. Policy Statement:

A. The UWF Collegiate Licensing Program is the vehicle through which the University grants permission for the use of the University's institutional and athletic marks. The University uses an outside licensing company to assist with management services.

B. Licensing Management includes providing the services of compliance and enforcement, license management which includes establishing a list of approved merchandise vendors, retail marketing and brand development, accounting, artwork approval, etc. Consideration

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should be given to how use of a University licensed mark positively enhances the University's image.

C. When using any University licensed institutional or athletic mark on any merchandise, whether being resold or given free of charge, all University of West Florida departments and student organizations must order said merchandise from an approved UWF licensed vendor. A list of approved licensed vendors can be found at https://uwf.edu/finance-and-administration/departments/business-and-auxiliary-services/licensing/uwf-licensed-vendors/.

D. Licensed vendors will submit product designs to the University for approval before production and the University will approve, approve with change, or disapprove the submittal. If a department or student group cannot find a supplier/vendor offering the desired merchandise, or if there are questions concerning the design or use of the University trademarks, please contact UWF Collegiate Licensing at licensing@uwf.edu for assistance.

Approved by: DocuSigned by: Martha Saunders D54A387C376848D... Date: 04/22/2020

Dr. Martha D. Saunders, President

History: New policy April 2020.