

## Policy on University Trademarks and Licensing

<b>Policy Title</b>	<b>Policy on University Trademarks and Licensing</b>
<b>Policy #</b>	01.008.2
<b>Policy Owner</b>	University of Rhode Island Board of Trustees
<b>Contact Information</b>	Questions about this policy should be directed to the Vice President for Communications and Marketing at (401) 874-5569 or the Vice President for Student Affairs at (401) 874 2427
<b>Approved By</b>	University of Rhode Island Board of Trustees
<b>Effective Date</b>	November 4, 2022
<b>Next Review Date</b>	No later than September 30, 2027
<b>Who Needs to Know About this Policy</b>	All faculty, staff, and students of the University as well as existing and potential vendors using or otherwise engaging the use of University Marks.
<b>Definitions</b>	<p><b>Exclusive Licensing Representative.</b> The trademark rights management and licensing organization designated by the University of Rhode Island to serve as its exclusive agent for purposes of entering into license agreements with Officially Licensed Vendors and to provide other trademark management, licensing, and enforcement services to the University.</p> <p><b>Licensing Committee.</b> A five (5)-member University committee established for the purpose of advising the Vice President for Student Affairs from time to time, but at least annually, concerning issues related to the management and oversight of University brand licensing and the distribution of revenues from such licensing. Appointed by the President, committee members shall be from Athletics, Marketing and Communications, the Office of the President, and Student Affairs. The committee is managed by the Vice President for Student Affairs.</p> <p><b>Mark.</b> A name, trademark, service mark, logo, seal, symbol, phrase, tagline, insignia, or other distinguishing or identifying words, objects, or device denoting or uniquely associated with the University or its goods, services, activities, or business. These Marks may also be known as, and are referred to in certain University of Rhode Island Board of Trustees resolutions and other University of Rhode Island policies as “University-referencing and identifying trademarks.”</p>

	<b>Officially Licensed Vendor.</b> A business entity contracted with or officially licensed by the University of Rhode Island to use or reproduce any of the University's Marks in connection with the development or sale of a product or otherwise in connection with their business or used to identify the goodwill/services of the University of Rhode Island, its campuses, or organizational units.
<b>Statutes, Regulations, and Policies Governing or Necessitating This Policy</b>	15 USC § 1501 et seq. 17 USC Title 17 RIGL § 6-2 University of Rhode Island Policy on Intellectual Property
<b>Reason for Policy/Purpose</b>	To promote and protect the University of Rhode Island's brand standards by ensuring proper usage of the University's name and symbols.
<b>Forms Related to this Policy</b>	None

## Policy Statement

As a premier research university, the University of Rhode Island (also, "University") and its Board of Trustees have taken, and shall continue to take, all appropriate actions to protect and defend its Marks. The University of Rhode Island Board of Trustees (also, "Board of Trustees" or "Board") delegates to the University President alone, the authority to approve new Marks, make decisions regarding modifications to existing Marks, and determine which Marks to protect and defend through appropriate federal and/or state registration and other appropriate legal means. Additionally, the Board of Trustees delegates to the Vice President for Student Affairs, or their designee, overall administrative responsibility for the registration and protection of University Marks and for the licensing of University Marks to vendors and others as described in this policy. Only the Vice President for Student Affairs or their designee can authorize the use of the University's Marks.

The Licensing Committee, which shall be chaired by the Vice President for Student Affairs, shall meet at least annually, and shall provide input and recommendations, as requested and/or appropriate, on issues and questions that may arise relating to the administration and management of Marks by the Vice President for Student Affairs or their designee. It is expected that the recommendation of the Licensing Committee concerning the internal distribution of net royalties and income from Marks will be honored and adopted by the University, provided however, that in the event the Vice President for Student Affairs does not agree with such recommendation, the distribution issue shall be referred to the President for final resolution.

### 1. Registered and Protected Trademarks and the University's Policy on Intellectual Property

The following University Marks are federally registered in the name of the University of Rhode Island: URI®, University of Rhode Island®, University of Rhode Island – Hope 1892®, Rhody®, Think Big, We Do® (with earth). Additional or new Marks may be added from time to time; a full list of registered and protected Marks are listed on the University's website. All other names, symbols, initials, or graphic designs that refer to or are identified with the University of Rhode Island are protected by federal and state law.

This policy relates only to University Marks as defined in this policy. University Marks developed at the University that relate to a product or service developed at the University through research and development activities are governed by the University's policy on "Intellectual Property," particularly Section V of that policy regarding trademark intellectual property.

No individual, organization, company, or other legal entity may utilize any University Mark for any reason (commercial, non-commercial, or otherwise) without a license or other specific approval from the University as set out in the following three sections of this policy.

## **2. Officially Licensed Vendors**

All University Officially Licensed Vendors must be approved by the Vice President for Student Affairs or their designee and will be required to enter into a licensing agreement with the University's Exclusive Licensing Representative. The Officially Licensed Vendor must comply with all of the terms and conditions of such licensing agreement(s) (including provisions relating to appropriate use of the Marks and the payment of royalties), and the vendor's failure to so comply can lead to termination of its license and other noncompliance remedies that may be sought by the University.

University departments, offices, units, and other recognized University-sponsored organizations (for example, student organizations) wishing to design or produce products bearing a University Mark must order all items from an Officially Licensed Vendor. That vendor will secure the approval of the Vice President for Student Affairs or their designee for the proposed use by that University entity. All products using the University's Marks must be produced by an Officially Licensed Vendor.

## **3. Internal Non-Commercial Use**

The Vice President for Student Affairs or their designee is authorized to grant permission to any University department, office, unit, or other recognized University-sponsored organization for their use of University Marks for internal University purposes, including branding and other identification of University resources within the University community.

## **4. Other Non-Commercial and Acceptable Uses**

The Vice President for Student Affairs or their designee may authorize the limited use of University Marks by other individuals or organizations for non-commercial purposes unrelated to the development and sale of products. Additionally, University officials authorized by the University the Board of Trustees to act on behalf of the University through the execution of documents in its name (e.g., contracts) may approve the use of the University's name and a Mark by a vendor or other organization that wishes to publicly identify the University as one of its customers or collaborators. However, the University does not endorse organizations, companies, products, services, political parties or views, or religious organizations or beliefs.

University Marks must not be used in any explicit or implied endorsement of any product or service.

## **5. Trademark Enforcement**

The University works diligently to protect the University's Marks and will continue to do so to the fullest extent of the law.

## Exceptions

None

## Policy Review and Revisions

(Versions earlier than the first policy number may be paper only)

Policy #	Effective Date	Reason for Change	Changes to Policy
01.008.1	November 5, 2021	n/a	n/a
01.008.2	November 4, 2022	Scheduled Review	Allows authorized University signatories to permit use of Marks for non-commercial purposes.