



The
UNIVERSITY
of **VERMONT**

Policy V. 3.4.10.1

Responsible Official: Senior Vice
President and Provost

Effective Date: February 02, 2007

Trademarks

Policy Statement

Trademarks identifying the University, its products, services, programs, or activities are the property of the University, protected under state and federal trademark law (“University Trademarks”). Use of a University trademark without the consent and approval of an authorized University official constitutes an unlawful infringement of the mark.

Reason for the Policy

To regulate, promote, and protect the use of the University's name and identifying marks. To make trademarks available for licensing.

Strategic Direction

This policy supports the following goal in the [University's Strategic Plan](#):

- o Focus the human, fiscal, environmental, technological and physical resources of the University on institutional values and priorities

Applicability of the Policy

This policy applies to any faculty or staff member, student, alumnus, non-affiliated person, University unit or program, University-recognized group or organization, or UVM-affiliated or non-affiliated entity wishing to register or use the University of Vermont's name or identifying trademarks, *whether for commercial or charitable purposes*. It also applies to any use of a University trademark by the University or its personnel in connection with a collaboration or affiliation with a third party, whether the third party is non-profit or for-profit.

Intellectual Property Trademarks, as defined below, are considered a form of intellectual

property within the meaning of the University's Intellectual Property Policy. All persons subject to the Intellectual Property Policy are subject to this policy with respect to intellectual property trademarks.

Policy Elaboration

University Trademarks include, without limitation, "The University of Vermont," "UVM," "Catamounts," the official University seal, and any design, symbol, logo, art, word, or words associated with or referring to the University or its sanctioned activities such as sports. In addition, the University owns certain trademarks that identify products and services developed in the course of University research or otherwise subject to the University's Intellectual Property Policy ("IP Trademarks").

Definitions

Intellectual Property Trademarks: trademarks that identify products and services developed in the course of University research or otherwise subject to the University's Intellectual Property policy.

Trademark: a word, phrase, logo, or other graphic symbol used to distinguish a product or service from those of others. Service marks are a type of Trademark covered by this policy.

Trademark License: an agreement by which the owner of a trademark gives another party the right to use that mark, subject to control over the nature and quality of the goods or services, in exchange for payment of a royalty or other consideration.

Procedures

Registration of University Trademarks: University faculty, staff, or students, whether in their individual or representative capacities, who wish to seek trademark registration for a product or service should contact the UVM Office of the General Counsel ("OGC"). OGC will initially determine whether the proposed registration covers a University product, service, program, or activity. If so, OGC will determine whether the proposed trademark is likely to be subject to registration under trademark law. If so, OGC will submit the trademark request for review and approval by the Senior Vice President and Provost. If the request is approved, OGC will initiate the trademark registration process.

Licensed or other Uses of University Trademarks: All uses of University trademarks, whether commercial or non-commercial, must be properly licensed before initiating orders for a product, or providing services, that include any reference to any marks registered to the University. Inquiries about the use of IP trademarks may be made directed to the University Office of Technology Transfer. All other inquiries about use of University Trademarks should be directed to the Office of the Assistant Vice President of Marketing and Business Development's Licensing Program.

Forms

Please contact the offices listed below, as explained in “Procedures”.

Contacts

Questions related to the daily operational interpretation of this policy should be directed to:

Office of the Assistant Vice President for Marketing and Business Development (regarding use of the University name or logos for advertising or products)

225 Patrick Gymnasium
802-656-7728

[Office of Technology Transfer](#) (regarding the protection of intellectual property or inventions)

231 Rowell
802-656-9964

Office of General Counsel (regarding the creation and registration of new marks, logos, or slogans)

357 Waterman
802-656-8585

The Senior Vice President and Provost is the University official responsible for the interpretation and enforcement of this policy.

Related Documents/Policies

[Name, Symbols, Letterhead, and other Proprietary Indicia of Affiliation, Use of](#)

[Intellectual Property Policy](#)

[University Registered Trademarks](#) (in Board of Trustees’ Policies, Procedures, and Planning Manual)

Effective Date

Approved by the President on February 2, 2007