

REGISTERED STUDENT ORGANIZATIONS & CLUBS Trademark Licensing Guidelines

Updated February 19, 2024

To ensure consistency in the use of the University's Trademark(s), all products, or equipment bearing reference to Florida Atlantic University must be produced by a licensee through the University's licensing agent, Collegiate Licensing Company "CLC". Officially licensees are required to carry appropriate product liability insurance and to meet standards of the University Code of Conduct with respect to labor standards. Products manufactured for resale, social functions, or fundraising are subject to our customary royalty rate.

The following guidelines are provided solely for guidance to assist groups in knowing the proper way the student organization can identify with the university. Recognized student groups are able to identify with Florida Atlantic University:

- The Recognized student organization identifies as a student-based organization not to be confused with a University department, program, or initiative;
- The Recognized student organization's identity does not interfere with the integrity of Florida Atlantic University's trademark(s), athletic brand or intellectual property.

Background

Section II, (a) of the University Trademark Licensing Policy states "The University's Office of Brand Development, Licensing & Marketing (BDLM) has the responsibility for maintaining, managing, and licensing the Trademarks. Florida Atlantic University has registered or otherwise protected the names, logos, symbols, indicia, insignia, trade names, service marks, and trademarks (collectively "Trademarks") of the University. The use of any Trademark that identifies, or is associated with, Florida Atlantic University may not be used without the approval of the University's Licensing Administrator or designee."

Logo Usage: RSOs are allowed two options for logos:

Use the standard logo available to Florida Atlantic RSOs. This logo may not be altered and must appear as shown below. You can request the title of your student organization be added to this logo by email involvement@fau.edu or call 561-297-3735.

1. Requests will be sent by Student Involvement & Leadership once a month, on the first business day of every month. The typical amount of time for logo creation is two to three weeks.



2. Create your own RSO logo that does not infringe upon existing Florida Atlantic University trademarks, such as the name of the University or its logos. Florida Atlantic University has registered or otherwise protected the names, logos, symbols, indicia, insignia, trade names, service marks and trademarks (collectively "Trademarks") of the University and its related programs and entities. The letters or words FAU, Florida Atlantic University, Florida Atlantic, FAU Owls, Florida Atlantic University Owls or Florida Atlantic Owls may not be included in the logo. The RSO logo must include the statement "A Registered Student Organization at Florida Atlantic®". Please note that the Registered Trademark designation "®" is included after the word Florida Atlantic. All logos must be approved by Student Involvement & Leadership and should be emailed to involvement@fau.edu or call 561-297-3735. The typical amount of time needed for approving logos is between two and three weeks.
3. **National Affiliated Organizations:** Organizations with national affiliation such as Dance Marathon and Habitat for Humanity, may use the nationally recognized and trademarked logo with Florida Atlantic mentioned, as long as it is sent to involvement@fau.edu for approval prior to any use.
4. **Sport Clubs:** Sport Clubs that are advised by the Department of Campus Recreation and recognized by the Sports Club Council may use the Florida Atlantic spirit marks on uniforms and related gear when participating in league competition and must include an identifying statement adjacent such as Club Hockey, Rugby Club, etc. See the process below for ordering promotional items.
5. **Governing Councils:** The University name is permitted to be use in conjunction with the four governing councils within Florida Atlantic Fraternity & Sorority Community; NPHC, MGC, CPA and IFC. Artwork needs to be submitted to the University Creative Services Department for approval before logo is finalized.

Florida Atlantic University Trademark(s) use by Registered Student Organizations

Promotional Items: Registered student organizations may use Florida Atlantic marks from the [Institutional Art Sheet](#) (see approval protocol below)*; but may not include any Florida Atlantic University Trademark(s) in their individual organization logo creation as specified in item 2 above. Registered student organizations may not use both their organizations logo and Florida Atlantic trademarked logos together on one promotional item. Designs should not compete with commercial product at retail.

*All promotional items (t-shirts, mugs, pens, etc.) ordered by a Registered Student Organizations must be ordered through an approved "Licensee," regardless of the source of funding. Florida Atlantic University's licensing program has more than 300+ licensees to produce a variety of products, many of which focus on servicing internal groups and departments on campus. All university licensees are required to submit artwork for approval directly to Florida Atlantic University via BrandManager360, an external licensing system. For a complete list of licensees, please click [here](#) (list is updated monthly).

**** Social Responsibility** - Florida Atlantic University is committed to having merchandise, products, etc. featuring its trademarks produced in a socially responsible manner. Licensees are required to sign and abide by Florida Atlantic University's [Code of Conduct](#).

Use of Third-Party Marks: Use of trademarks or other intellectual property owned by a third party must be approved by that entity in writing and submitted to the licensee along with the desired artwork. For example, if you wish to use artwork, slogans, or trademarks created by someone not associated with your organization, a written release allowing for such use is required before the Office of Brand Development, Licensing & Marketing will grant design approval. This type of approval process often takes weeks, so allow enough time for such approval to be obtained.

Unauthorized Use: Please note that any use of University marks that does not comply with the University's licensing and approval requirements is unauthorized and may violate Federal and/or state

laws. The University reserves the right to take appropriate action when confronted with unauthorized use of its marks.

Publications: Student Involvement & Leadership must approve all publications (brochures, posters, etc.) that bear the Florida Atlantic Trademark(s) prior to printing. Email involvement@fau.edu with your publication to request this approval.

Print, Radio, Television and Web Advertising: The University Marketing Department is responsible for reviewing and approving all advertising mediums for use of a trademark(s) in print, radio, television and web advertising and will consult with Office of Brand Development, Licensing & Marketing prior to public release. The University Marketing Department can also assist with media buying and marketing plans for large events/programs. Please email involvement@fau.edu or call 561-297-3735 to speak with a staff member in the Student Involvement & Leadership office on your campus for assistance.

For assistance in locating a licensee or any other questions contact Florida Atlantic's Branding Development, Licensing & Marketing Office at branddevelopment@fau.edu.

Florida Atlantic University does NOT approve or endorse the use of its marks in conjunction with alcohol or tobacco related products, illegal or illicit activities or substances, firearms, religious affiliation, or political affiliation. Florida Atlantic University does NOT approve designs on behalf of any third party right's holder.