



Health Sciences Center

## University of Oklahoma Student Affairs

### Registered Student Organizations Registered Trademark use @ HSC campus

Any student organization requesting to use a registered trademark must be a registered student organization with HSC Student Affairs.

In order to become a registered HSC student organization, please visit <http://student-affairs.ouhsc.edu/current/registered-orgs.asp> or call HSC Student Affairs at (405) 271-2416.

A trademark licensing program gives the university control over its logos and marks, thus, ensuring the quality and consistency of all of the university's merchandise. It also enables the university to generate revenue from the sale of merchandise bearing its logos and marks. The revenue is used to support and enhance many programs campus wide. Outside of the university, the trademark licensing program creates a cooperative and positive working relationship with the manufacturers and retailers who work with the university.

The university's trademarks are any of the logos, marks, symbols, nicknames, letter(s) or word(s). Please see that attached page illustrating OU's registered trademarks. Any design that could cause public confusion due to similarity to the trademarks appearing on this page is an infringement on the university's trademark rights.

The [Collegiate Licensing Company](#) is the licensing representative for the University. As the University's representative, CLC is responsible for administering the licensing program, including processing applications, collecting royalties, enforcing trademarks and pursuing new market opportunities for the University.

Who is licensed with the University? Either the University's Trademark Licensing office or CLC can provide a list of current licensees for the University's merchandise. It is typically much easier to work with an established University licensee than to try and license a new product or idea. Both the University and CLC can provide you with information on the products produced by all licensees so you can match your needs with the right company.

The "Officially Licensed Collegiate Products" label signifies merchandise has passed the standards of quality set forth by the University and a portion of the purchase is returned to the University.

#### **Business Cards**

- As a general rule, business cards are not allowed for students. Two exceptions include the following:
  - Business Cards for academic use need to be approved through the college student service office.
  - Business Cards are allowed for executive officers for HSC Student Association.

#### **Student Organizations wanting to use a licensed trademark on items: (Examples include but not limited to clothing and promotional materials.)**

- Obtain Licensing Questionnaire from HSC Student Affairs, DLB Union, Suite 300, or Union Info Desk
- Allow 2 weeks for paperwork approval.
- Paperwork will need to include organization adviser signature and copy of design.
- Return completed paperwork to HSC Student Affairs for initial approval.
- HSC Student Affairs will forward paperwork to OU Trademark Licensing for final approval.
- The student organization will receive approval notification from HSC Student Affairs.
- For whatever reason the student organization does not receive approval from OU Trademark and Licencing, HSC Student Affairs will work with the student organization to obtain approval.
- Please keep in mind the student organization will be responsible for obtaining newly requested art work as well as covering additional costs.

**Student Organizations wanting to sell items, within the DLB Student Union, with a licensed trademark:**

- Follow procedures for using a licensed trademark.
- Complete a solicitation permit:  
<http://student-affairs.ouhsc.edu/union/documents/solicitation-permit-student.pdf>
- Turn in solicitation permit to HSC Student Affairs, DLB Union, Suite 300, 5 business days prior to sell dates.

Questions please contact:

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