

USE OF UNIVERSITY NAME AND TRADEMARKS

1. Background

The name of the University of Arkansas is used in a great many contexts and for a wide range of purposes. This policy governs the use of the University of Arkansas name and all other University trademarks. The term “trademark” as used in this policy includes any trademark, service mark, logo, insignia, seal, crest, design, symbol or any combination of these.

2. Applicability

This policy applies to faculty, staff, students, academic departments, ad hoc groups, administrative divisions/departments, alumni organizations, informal groups and student organizations. Suppliers and manufacturers of commercial and non-commercial products must comply with their licensing agreements with the University or with the licensing agent designated by the University or the constituent campus or unit of the University.

3. Trademark Use

A. Official Seal. The Official Seal of the University of Arkansas is the property of the Board of Trustees and the President shall designate the custodian of the Official Seal. The Registrar at each campus is authorized to procure a seal for official use by that office, which should identify the campus.

B. University Name. The name of the University and its campuses or units is protected by federal and state law and this policy. It is important to the University that the use of the name “University of Arkansas” and all other University trademarks be limited to activities which are in fact authorized activities of the University or one of the constituent campuses or units. The Office of General Counsel and the Office for Finance and Administration for the University shall be responsible for requesting business firms, not connected officially with the University, that are using the University name and trademarks, to discontinue the practice.

(1) *Non-commercial Use.* Campus organizations and groups may use the University or constituent campus or unit name for purposes of identification. Additionally, an employee may use the University's and constituent campus's or unit's names in making a true and accurate statement of his/her relationship with, or employment by, the University in the course of application for other employment, or stating the employee's experience or qualifications for any academic, governmental, business, or professional credit or enrollment. However, campus organizations and groups and University employees may not use the name of the University or a constituent campus or unit, or their affiliation with the University, in any manner which suggests, implies, or indicates University endorsement, support, favor of, association with, or opposition to any activity, program, event, policy, political and/or social

movement, product, service, candidate for political office, or similar activity. If there is potential for confusion in a statement describing affiliation with the University, one should dispel confusion by adding a disclaimer stating that the University is not involved in the activity.

(2) *Commercial Use.* All commercial use of University trademarks is permitted only by license or authorization from the University or constituent campus or unit. Such uses include the manufacture, distribution, marketing, and advertising of all commercial and consumer products (e.g., clothing, souvenir items, gifts, printed matter, and other emblematic merchandise) and services bearing the University trademarks and promotions which feature the marks. All such licensed or authorized products or services must be distributed by authorized University or campus licensees.

(3) *General Prohibitions.*

(a) Neither the name of the University nor any University trademark, including University colors, may be used in any way that gives a false impression, is misleading, or could cause confusion regarding the University's relationship with any person or entity. Statements that the University is a user or purchaser of a product or program are permitted if true. Statements that convey or imply the endorsement of a commercial product or service are prohibited.

(b) Neither the name of the University nor any University trademark may be used in connection with any person, entity, product, or service if the association could adversely affect the University's image or standing or would for any other reason be inappropriate for a public research university. Such proscribed uses include, but are not limited to, the use of University trademarks in connection with alcoholic beverages, cigarettes or other tobacco products, sexually oriented products or services, religious products, political parties or organizations, gaming or games of chance, and firearms.

(4) *Sponsorship of Activities.* When the name or trademarks of the University are used in connection with seminars, institutes, conferences, workshops, short courses, and other such activities, the University shall in fact be a sponsor, cooperating through an extension or departmental unit.

(5) *Public Statements.* The chief administrative officer on each campus or unit is responsible for official statements affecting the campus or unit. News releases affecting the entire University should be coordinated in the Office of the President.