

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 or service mark as those terms are defined in the Lanham Act, 15 U.S.C. §§ 1051 et seq., and any logo, insignia, seal, crest, design, image, symbol, color or sound 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, student organizations and associated foundations (“University Affiliates”). For purposes of this policy, all individuals or entities that are not University Affiliates will be referred to as “Non-Affiliates” who must enter into and comply with licensing agreements with the University or with the licensing official 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 General Counsel, the Chief Fiscal Officer, and the licensing official designated by the University or its constituent campuses or units shall be responsible for requesting that all Non-Affiliates using the University name or trademarks without official written license or authorization from the University discontinue the practice.

(1) *Use by University Affiliates.* 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 campaign, activity, program, event, policy, promotion, production, publication, 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) *Use by Non-Affiliates.* All use of University trademarks by Non-Affiliates 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 charitable, commercial and consumer products (e.g., clothing, souvenir items, gifts, printed matter, and other emblematic merchandise), services, promotions, productions, publications, activities and events bearing the University trademarks. All such licensed or authorized products, services, promotions, productions, publications, activities and events must be distributed or conducted 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 or use of University trademarks that convey or imply the University's endorsement of a commercial product or service, or religious or political belief or affiliation, are prohibited. Under this policy, corporate sponsorships are not considered to be endorsements of either the products or services of a corporate sponsor.

(b) Neither the name of the University nor any University trademark may be used in direct association with any person, entity, product, promotion, publication 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 associations include, but are not limited to, alcoholic beverages; illegal drugs; cigarettes or other tobacco products; sexually oriented products or services; religious affiliations, products or organizations; political campaigns, parties or organizations; private gaming or games of chance; and firearms or other weapons.

(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.

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