

ALUMNI ASSOCIATION REQUEST TO USE UNIVERSITY TRADEMARKS

This form must be accompanied by a rendering of the proposed item/publication/promotional piece. This can be as simple as including a hand-drawn mockup as long as it clearly expresses the concept.

ALUMNI CLUB/SOCIETY CONTACT INFORMATION

ALUMNI CLUB/SOCIETY: _____ REQUEST CONTACT: _____
CLUB/SOCIETY CONTACT: _____ REQUEST CONTACT EMAIL: _____
EMAIL: _____ Contact Phone Number: _____

Marketing Material:

- our newsletter masthead
- our website banner
- a brochure
- an event announcement not produced by OSUAA
- letterhead
- another publication (describe)

Logo Merchandise:

- Apparel
- Promotional item
- other item (describe)

LOGO MERCHANDISE INFORMATION

Type of Product: _____ Quantity Requested: _____

Event Description: _____

How will you promote the Event? _____

How will the proceeds be used? _____

APPROVAL AREAS:

COMMENTS: _____

Approve

Deny

<input type="checkbox"/>	<input type="checkbox"/>	University Communications	_____
<input type="checkbox"/>	<input type="checkbox"/>	Trademark & Licensing	_____
<input type="checkbox"/>	<input type="checkbox"/>	OSU Alumni Association	_____

REQUIREMENTS:

Pre-approval by the Office of Trademark & Licensing Services, for all custom designed products with the use of university protected word marks or logos.

All requests should be submitted on an TLS Request for Use form with proposed product design

Proposed Artwork should accompany request form either via fax or email as listed

Use of Ohio State licensed manufacturer/vendor for all student organization and sport club requests

SPORT CLUBS:

Uniforms or competition required apparel exempt from royalties for Sport Club Teams recognized through Ohio State University Rec-Sport Program.

All designs are to be submitted to Trademark & Licensing for approval.

Use of a licensed vendor required unless a licensed vendor cannot be identified by TLS.

LICENSED VENDOR REQUIRED:

Sold to general public

Sold to members, family, friends

Sold to faculty, staff & students

Sold for fundraising

Includes use of any university word marks, building, images, logos

PROHIBITED USE:

Implying endorsement, approval or underwriting of any organization, product, activity, service or contract by the Ohio State University.

Alcohol, tobacco or illegal substance graphics or descriptions, or unauthorized use of other trademarks is prohibited in conjunction with the university's word marks or trademarks.

University seal on letterhead, business cards or other identifying materials

Athletic Identity mark is restricted from use by all university entities except the Department of Athletics

NAME AND SEAL SCHOLARSHIP FUND:

Royalties derived from the commercial use of the University's registered marks directly benefit the students at Ohio State through the Name and Seal Scholarship Fund. Scholarships from the Name and Seal Fund, one of the fastest growing endowments at the University, are awarded to students based on both academic achievement and financial need.