

## **OU Licensing and Trademark Policy**

Registered Student Organizations and University Departments

*All organizations and departments should allow a minimum of two weeks for processing.*

### **A. Definitions**

**1. *Registered Student Organization (RSO)***

An organization that is properly registered through OU Student Life.

(All student organizations must register.)

Oklahoma Memorial Union, Rm. 370 / (405) 325-3163 <http://studentlife.ou.edu>

**2. *Contact Person***

The student representing the RSO that is responsible for acquiring the required approvals for use of OU trademarks.

**3. *Adviser***

The full-time OU faculty or staff member serving as the “adviser” for the organization.

**4. *OU Student Affairs***

The OU department that is responsible for confirming the authorization level for which (if any) OU licensed trademarks the RSO may use. Oklahoma Memorial Union, Rm. 265, (405) 325-3161 (see HSC Student Affairs if based on the HSC campus)

**5. *OU Trademarks***

Trademarks include University names, marks, logos, symbols and colors. Please see the Official Oklahoma Marks Guide at <http://soonersports.com/licensing>.

**6. *Office of Trademark Licensing***

The department that is responsible for promoting and protecting the University’s reputation by ensuring proper usage of its name, logos and marks. The Office of Trademark Licensing is located at Gate 6 at the Gaylord Family-Oklahoma Memorial Stadium. You may contact Deanna Phillips or Renata Hays at 325-7008 or [oulicensing@ou.edu](mailto:oulicensing@ou.edu).

**7. *Licensed Manufacturer (licensee)***

A licensed manufacturer is a company that is authorized by the University to produce items using the University’s official trademarks. Please visit

<http://soonersports.com/licensing> to view the Licensee List.

**8. *Licensed Products***

Licensed products include apparel and any other item exhibiting University trademarks.

## 9. *Royalties*

Items produced by University groups and departments (including sororities and fraternities) and whose proceeds are deposited into an OU account are royalty-exempt. Otherwise, royalties must be paid.

## **B. Trademark Approval Guidelines/Procedures**

### **1. University Departments**

University departments may request the use of OU trademarks by completing the Internal University Licensing Form at <http://soonersports.com/licensing>. All artwork needs to be emailed to [oulicensing@ou.edu](mailto:oulicensing@ou.edu) for approval before being manufactured by a licensee.

### **2. University of Oklahoma Student Association (UOSA) Administrative Organizations**

The following organizations are considered “administrative” because of their paid officer positions:

Campus Activities Council	National Panhellenic
Graduate Student Senate	Panhellenic
Housing Center Student Association	Student Bar Association
Interfraternity Council	UOSA Executive Branch
Multicultural Greek Council	UOSA General Counsel

- To request the use of University trademarks, go to <http://soonersports.com/licensing> and complete the Student Organization Trademark Licensing Questionnaire. Please follow the RSO Licensing Process (See Section C).
- All items must be manufactured by a licensee.
- Officers of administrative organizations are authorized to print the official University business card.

### **3. Presidential Programs**

- Presidential Programs are the only organizations/programs that are permitted to use the University Seal on items approved by the OU Trademark Licensing Office. The following are defined as Presidential Programs:
  - Crimson Club
  - President’s Community Scholars
  - President’s Leadership Class
- All 3 Presidential Programs must follow the RSO licensing process (See Section C).

#### **4. Registered Sports Clubs**

Registered Sports Clubs must complete two registration processes:

- 1) Through OU Student Life
  - 2) Through OU Recreational Services (Huston Huffman Center, 405-325-3053 or <http://recservices.ou.edu>).
- A list of organizations defined as “sports clubs” at The University of Oklahoma is available at <http://recservices.ou.edu/content/blogsection/11/88/> under The University of Oklahoma Sport Club Council Membership Guide.
  - Registered sports clubs, with the approval from the Vice President of Student Affairs Office and the Trademark Licensing Office, are authorized to use University trademarks as part of their organization’s name and on licensed material. To request the use of University trademarks, go to <http://soonersports.com/licensing> and complete the Student Organization Trademark Licensing Questionnaire. Please follow the RSO Licensing Process (See Section C).
  - All items must be manufactured by a licensee.

#### **5. Academically-Affiliated RSO**

- An Academically-affiliated RSO may be able to use licensed trademarks other than “Sooner”, “Sooners” or “Oklahoma” in their group name or on licensed material only if approved by the dean of the affiliated academic college.
- Use the attached Academic Dean’s Acknowledgement of Registered Student Organization’s Affiliation with Academic College, Academic School or Academic Department form. Please follow the RSO Licensing Process (See section C).

#### **6. Registered Student Organizations**

A registered student organization (RSO) wishing to somehow identify (by name or on merchandise) with the University, may consider the following options:

- A registered Student Organization at The University of Oklahoma.
- Students for XYZ.
- Oklahoma Students for XYZ.
- Request use of “Sooners”, “Sooner” or “Oklahoma” as part of an organization name.\*

- \* Use of “Sooner”, “Sooners” or “Oklahoma” in an organization’s name or on items requires that a group apply for a nonexclusive, nontransferable license to use these licensed trademarks. It will be granted to any student organization that meets all of the

requirements imposed by Student Affairs, the Student Code and Student Life, all OU policies on Licensing and Trademark use, and the OU Alcohol Policy. Any violation of the rules by the organization may result in a revocation of the license. “Sooner”, “Sooners”, or “Oklahoma” are the only licensed OU trademarks for which registered student organizations that are not UOSA administrative organizations may request use.

- Use the attached Student Organization Licensing Agreement form to apply for a nonexclusive, nontransferable license.
- It may be possible for a RSO to design a general OU merchandise item that uses a licensed trademark for fundraising purposes as long as it is not part of the group’s name or does not imply affiliation with the University of Oklahoma. If approved by the Trademark Licensing Office, the group may be subject to a licensing fee.
- All registered Student Organizations must follow the Licensing Process (See Section C).

## **C. How to Register to use Official OU Trademarks (RSO Licensing Process)**

### 1. Registering the Name of your Student Organization

- If a registered student organization (RSO) wishes to use “Sooner”, “Sooners” or “Oklahoma” in their organization name please follow the proper procedures (this generally occurs during the annual student organization registration process at the beginning of each semester).
  - Read and follow the OU Licensing and Trademark Policy
  - Read and complete the Student Organization Licensing Agreement Form.
  - Take completed form to Student Affairs for approval. Student Affairs will then submit to Student Life. This agreement will be kept in the RSO’s file. This agreement must be completed and approved by Student Affairs prior to UOSA approving the registration application.

### 2. Getting Approval to use OU Licensed Trademarks on Products

- Complete the Student Organization Trademark Licensing Questionnaire.
- This form can be picked up in the Student Affairs or Student Life offices, downloaded from the Student Affairs website or from <http://soonersports.com/licensing>.
- Check level of authorization on previous page and complete any additional forms for authorization.
- Submit forms with artwork to Student Affairs for verification/approval of trademark authorization level (see HSC Student Affairs if based on the HSC campus).

Norman Campus      Office of the Vice President for Student Affairs  
Oklahoma Memorial Union, Rm. 265

-OR-

HSC Campus      HSC Student Affairs  
David L. Boren Student Union, Rm. 166

- Once completed, the forms must be submitted to the Trademark Licensing Office located at Gate 6 at the Gaylord Family-Oklahoma Memorial Stadium. You may contact the office at 325-7008 or [oulicensing@ou.edu](mailto:oulicensing@ou.edu).
- All items must be manufactured by a licensee.

# University of Oklahoma Trademark Licensing Approval Form

Registered Student Organizations Internal Use/Charitable Causes

Registered Student Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

**Prior to selling or ordering any merchandise, Registered Student Organizations must complete and submit this form and a copy of the artwork to (may take 2 weeks for processing) :**

NORMAN CAMPUS – Brynn Daves  
Office of the University Vice President for Student Affairs  
Oklahoma Memorial Union, Room 265 / 325-3161 / Fax: 325-5248

HSC CAMPUS – Matt Cloud  
HSC Student Affairs  
David L. Boren Student Union, Room 300 / 271-2416 / Fax: 271-8817

## ADVISER APPROVAL

I have reviewed and approved the attached request for consideration.

Name \_\_\_\_\_ Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## OU STUDENT AFFAIRS APPROVAL

I have reviewed and approved this request for consideration by OU Trademark Licensing.

I have reviewed and denied the attached request.

Comments \_\_\_\_\_

The above named group is:

- A UOSA Administrative Organization at the University of Oklahoma
- A Registered Student Organization at the University of Oklahoma
- A Registered Sports Club at the University of Oklahoma

Name \_\_\_\_\_ Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## PRODUCT INFORMATION

Product (Please be specific)

Quantity \_\_\_\_\_ Cost/Unit \$ \_\_\_\_\_

Distribution Channels \_\_\_\_\_

Manufacturer \_\_\_\_\_ Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

Is the product for internal consumption only (not to be resold)?  Yes  No

If the product is to be resold, what is the selling price?

If the product is to be resold, all (100%) of the proceeds will go to:

## OU TRADEMARK LICENSING APPROVAL

Product Approved  Product Denied

Order to be Royalty Exempt  YES  NO

Comments \_\_\_\_\_

Signature of OU Trademark Licensing Official \_\_\_\_\_ Date \_\_\_\_\_