



**ALL STUDENT GROUP MERCHANDISE IS REQUIRED TO BE PRODUCED BY AN OFFICIALLY LICENSED COMPANY.**

PLEASE COMPLETE THE FOLLOWING FORM AND RETURN IT ALONG WITH THE PROPOSED ARTWORK

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**STUDENT ORGANIZATION CONTACT INFORMATION**

Student Org Name: \_\_\_\_\_ Student Contact Name: \_\_\_\_\_

Org Advisor Name: \_\_\_\_\_ Student Contact Email: \_\_\_\_\_

Org Advisor Email: \_\_\_\_\_ Contact Phone Number: \_\_\_\_\_

Is your organization officially recognized by Student Life Student Organization  YES

NO

**EVENT DESCRIPTION:** \_\_\_\_\_

**EVENT DATE:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**EVENT LOCATION:** \_\_\_\_\_

**PRODUCT REQUEST INFORMATION**

Type of Product: \_\_\_\_\_ Quantity Requested: \_\_\_\_\_

Color of product: \_\_\_\_\_ Color of Imprint: \_\_\_\_\_

**APPROVED LICENSED COMPANY COMPLETING ORDER:** \_\_\_\_\_

**FOR TRADEMARK & LICENSING SERVICES ONLY**

*Approved*

*Resubmit with Changes*

*Request Denied*

**COMMENTS:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

*Department Signature:* \_\_\_\_\_

*Date:* \_\_\_\_\_



# **THE OHIO STATE UNIVERSITY**

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## **TRADEMARK USE GUIDELINES:**

### **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

Use of Ohio State preferred vendor for all university purchased logo merchandise

### **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.

### **ROYALTY REQUIRED:**

Sold to general public

Sold to members, family, friends

Sold to faculty, staff & students

Sold for fundraising within the department, school or student organization

### **PROHIBITED USE:**

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

UPDATED 2014

<http://trademarklicensing.osu.edu>