



OBJECTIVE

To ensure that references to The Ohio State University in supplier's advertising does not reflect unfavorably on the university and that any references to the university's use of a product or service is made only with the university's expressed prior approval.

POLICY

Applies To: Any supplier that desires to use The Ohio State University name and/or trademarks as an endorsement of goods, services or events

Issued: 07/1975

Revised: 12/2006

Edited: 10/2008

Suppliers providing products or services to the university are not permitted to use the university's name or other identifying marks without the written consent of the director of trademark and licensing services.

This policy statement must appear on, and be made a part of all quotations for price, purchase orders and other agreements entered into with external suppliers.

PROCEDURE

Applies To: Any supplier that desires to use The Ohio State University name and/or trademarks as an endorsement of goods, services or events

Issued: 07/1975

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I. Requests

A. Requests from suppliers to use the university's name and/or other identifying marks for purposes of advertising, including references/client lists, must be submitted to the director of trademark and licensing services at least seven days prior to the date on which approval is requested.

B. Each request must contain:

1. A written and graphic representation of the advertising, identification of the medium or media to be used, the duration of the advertising, and the market to which the advertising will be directed.



2. Documentation detailing the project conducted for a university department and any supporting information as appropriate.

II. Approvals

Requests submitted to the director of trademark and licensing services will be approved under the following conditions:

1. No representation, either expressed or implied, is made as to the university's promotion or endorsement of the supplier's products and/or services unless a previously approved sponsorship or marketing agreement is in effect.
2. No representation is made as to university sponsorship of any activity, event, or enterprise advertised by the supplier unless the university or one of its organizations or offices is a sponsor of the activity, event or enterprise.
3. No written or graphic representation is made of the products and/or services provided by the supplier to the university.
4. No information is given concerning the supplier's agreement with the university.

III. Exceptions

Any exceptions to this policy must be approved in writing by the senior vice president for business and finance.

RESOURCES

The Ohio State University, [Office of Trademark & Licensing Services](#),
614-292-1562