



Auburn University Trademark Licensing Policy

Effective:	February 2011(original)
Responsible Executive:	Director of Trademark Management & Licensing
Applicability:	All individuals, including vendors, contractors, and any other third parties
Review By:	February 2023

Trademark Definition

A trademark (or mark) is any logo, symbol, nickname, letter(s), word, slogan, or derivative used by an organization, company, or institution to identify its goods/services and distinguish them from other entities or competitors.

Any reference to the University or trademarks adopted hereafter and used or approved for use by Auburn University shall be subject to the policies and procedures of the [Office of Trademark Management & Licensing](#). Additionally, any derivations of the University marks which would cause consumers to erroneously believe that the product originated from or was sponsored or authorized by the University shall also be covered by the trademark licensing program policies and procedures.

Trademark License Requirements for Usage

Licenses must be obtained for the use of any AU trademark, image, or photograph used on any packaging (including hangtags, stickers), signage, or product sold to the public or to campus departments and organizations. In addition, promotional licenses must be obtained by companies or organizations wanting to associate with the University through any use of its trademarks.

Auburn University reserves the right to prohibit the use of its trademarks with certain issues and products, such as alcohol, tobacco, candidates for public office, and those products that infringe upon another entity's trademarks, or would be considered in poor taste by the public. The University will not license products that do not meet minimum quality standards, are not in good taste, or items considered dangerous or high risk.

For information on how to become licensed for use of AU Trademarks, for Step-by-Step instructions on how to request an application, to register with Auburn University's Office of Trademark Management & Licensing, or to find supplementary information on potential and current licensing including "Standard and Restricted Licenses", click [here](#).

For additional information regarding Auburn University Trademark matters, please contact:

Office of Trademark Management & Licensing

105 OD Smith Hall
Auburn University, AL 36849

334.844.5180 (Office)
334.844.6772 (FAX)