



Trademark Policies & Guidelines for Non-AU Use

Effective:	February 2011(original)
Responsible Executive:	Director, Trademark Management & Licensing
Applicability:	Non-Auburn organizations, including vendors, contractors, businesses, booster clubs, and any other third parties that are not official University departments or recognized student organizations
Review By:	February 2023

Use of Auburn University's name and trademarks by organizations that are not official University departments or recognized student organizations, will be reviewed on a case-by-case basis. Below are the basic guidelines that will be followed:

1. The University recognizes that there are many groups that support the institution from academics to athletics (i.e., booster clubs). However, any group wanting to use University trademarks on product, regardless of use, must purchase the product from a current University licensee. By supporting the University's licensing initiatives, organizations can assist the University by ensuring that products bearing an AU logo are of the highest quality and meet all insurance and contractual requirements. The licensee is responsible for getting the design approved by the Office of Trademark Management & Licensing and remitting the University's royalty on the wholesale price of the product.
2. If a booster club wishes to utilize one of Auburn University's trademarks in their logo, written permission must be obtained from the Office of Trademark Management & Licensing. The verbiage "supporting Auburn University" or "supporting XXX at Auburn University" must be included on all letterhead, publications, etc. All materials using the University logo must be submitted for approval before production.
3. Booster clubs may use sponsor names on merchandise only with written approval from the Office of Trademark Management & Licensing. The organization's name must be included in the design to communicate that the relationship is a partnership with the organization and not the University. Based on the scope of the program, a rights fee, in addition to royalties, may be assessed.
4. Businesses may use the University trademarks in a non-permanent fixture (i.e., window

painting, removable lettering on marquees) supporting University events.

5. Businesses may not establish a permanent statue or icon, paint a mural on the front or inside of a place of business that includes the University trademarks or likeness without written permission from the Office of Trademark Management & Licensing.
6. Businesses or organizations may not use the trademarks of the University in any type of advertisements, on web sites or on banners, etc., without written permission from the Office of Trademark Management & Licensing.
7. Businesses may not produce merchandise for resale or give-away that utilizes the University's trademarks and its name and/or logo without written permission from the Office of Trademark Management & Licensing.
8. Businesses may not use University trademarks to promote their products or services in print advertising, radio, or television without a promotional contract in place or written permission from the Office of Trademark Management & Licensing.
9. Individuals or businesses may not use University trademarks on a website without written permission from the Office of Trademark Management & Licensing. If approved, the University will provide a disclaimer that must be used on the site.
10. Individuals or organizations may not utilize the University's trademarks in conjunction with a candidate for political office or policy/legislative issue without written permission from the Office of Trademark Management & Licensing.
11. Traditionally, the University does not allow its trademarks to be used in conjunction with not-for-profit organizations.
12. Rights fees and royalties for the use of the University trademarks in all instances will be assessed.
13. The University has more than 500 licensees nationwide and numerous in-state and locally licensed companies. A list of licensees by product category can be obtained at <https://licensing.auburn.edu/licensee-list/>.
14. All promotional t-shirts must be white.