



## Preamble

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## Preamble

The University of Washington (UW) trademarks are the visual representation of the UW's reputation and therefore one of its most valuable assets. The UW must control and monitor the use of its trademarks or risk losing its rights to them as unique UW identifiers. UW has a compelling interest in controlling the use of its trademarks for other reasons as well. The University of Washington Trademarks and Licensing Office (UWTLO) is responsible for managing and protecting the Universities' portfolio of Federal, International and State register marks. The purpose of this policy is to provide information and guidelines regarding the use of UW's trademarks.

### I. Definitions

- a. **University of Washington (UW):** the official programs and campuses of the University of Washington, including but not limited to University of Washington Seattle, University of Washington Tacoma, University of Washington Bothell, University of Washington School of Medicine and UW Medicine.
- b. **UW Trademarks:** all of the trademarks, word marks, logos, and designs owned by UW. The trademarks are owned by the UW and are not a share ownership between faculty, students, staff or departments or programs. UW trademarks include but are not limited to words (University of Washington), phrases (Mighty Are the Memories), symbols (University Block W), designs (Husky Head designs), sounds (Victory for Washington), group of letters or numbers (UW) and any combination of the previous. A full list of UW trademarks is available from UWTLO.
- c. **University of Washington Trademarks and Licensing Office (UWTLO):** A division of University Marketing and Communication (UMAC) assigned the responsibility for the use and control of UW trademarks.
- d. **Licensee:** A licensed manufacturer or producer of products and services approved by UWTLO and complying with contractual requirements.
- e. **Filming or Photography on Campus:** Commercial or outside use of UW properties is managed and regulated by University Marketing, please refer to the Campus filming site for more information (filming link). Resale or profit of any photography or video of UW scenery is not allowed. Commercial use of unique UW vistas or spaces, such as the Suzzallo Library Reading Room and Rainier Vista, are not permitted. For more information see the University Marketing website [www.uw.edu/marketing/filming-on-campus/](http://www.uw.edu/marketing/filming-on-campus/)

### II. Use Of UW Trademarks – Generally

- a. **Sole Ownership/Intellectual Property Rights.** No one other than UW may claim copyright or trademark rights in, or seek to register, any design that uses UW trademarks.



- b. **No Alterations.** UW trademarks may not be altered in any way.
- c. **Approvals.** Each use of UW trademarks requires approval from UWTLO. Unless the use falls under an exception listed in this policy.
- d. **Co-branding.** UW trademarks may not be used in conjunction with the name or trademark of any other entity without the prior written permission of that entity and UW.
- e. **Sponsorships.** All use of UW trademarks in connection with sponsorships must be approved by the Associate Director of Strategic Partnerships and UWTLO. Use of UW trademarks in conjunction with sponsorships may require an accompanying statement defining the relationship.
- f. **No Endorsement.** UW trademarks may not be used in any manner that suggests or implies UW's endorsement of other organizations, companies, products, services, political parties or views, or religious organizations or beliefs.
- g. **Non-discrimination.** UW trademarks may not be used in any way that discriminates or implies discrimination against any persons or groups based on race, color, creed, religion, national origin, citizenship, sex, age, marital status, sexual orientation, disability or military status or in any other way that would be a violation of UW's non-discrimination policies or practices.
- h. **Designation Symbols.** All uses of UW trademarks on products will incorporate the appropriate trademark designation symbols, ® or TM. In certain circumstances an indicia statement will be allowed to be used instead of the designation symbol. Designation symbols are not required when UW trademarks are used by UW departments in printed and digital communications and signage.
- i. **Approved Licensee.** Products bearing UW trademarks must be produced by a licensee approved by UWTLO.
- j. **Responsible Production.** Licensees are required to produce products bearing UW trademarks in accordance with UWTLO's rules for responsible production.
- k. **Royalties.** Products bearing UW trademarks are assessed royalties. Royalties will be waived if:
  - i. The product is paid for by UW funds
    - 1. AND the product is personalized to a specific UW department, program, or event
    - 2. AND the product is not being resold, including fundraisers or events
    - 3. AND a royalty waiver is requested before the product is produced
    - 4. AND the use does not contain the standalone block W
  - ii. The products are schedule cards or posters that include UW's name, but no logos or slogans
- l. **Prohibited Use.** UW trademarks will not be approved for use in the following circumstances:
  - i. In an obscene or disparaging manner including, but not limited to, nude photographs, caricature poster art or designs that would tend to damage the reputation or degrade the goodwill of UW
  - ii. In a sexually suggestive manner including, but not limited to, inappropriate slogans imprinted on clothing and the configuration of certain novelty items



- iii. In business names and or logos
- iv. In a manner that is harmful to the mission or image of UW
- v. On inherently dangerous products such as firearms, explosives and fuels
- vi. On alcoholic beverages, tobacco, marijuana or illegal drugs
- vii. On products related to tobacco, marijuana or illegal drugs
- viii. On products that present an unacceptable risk of liability;
- ix. On products that have been identified for limited use of UW trademarks
- m. **In Accordance with Federal, State and Local Laws.** UW trademarks use will be restricted as required by the law, including but not limited to Washington State Ethics laws.
- n. **University Policies and Contractual Obligations.** UW trademarks use will be restricted as required by other UW policies and contractual obligations, including but not limited to Presidential Orders, Board of Regents Policies and rules for NCAA compliance.
- o. **Reservation.** UW reserves the right to disapprove any use of UW trademarks, even if such use is not explicitly prohibited by this policy or UWTLO guidelines.
- p. **Guidelines.** See UWTLO Guidelines for more information and examples.

### III. Use Of UW Trademarks On Campus

- a. **For Employees.** These rules apply to UW faculty and UW staff (including student employees) acting in their official capacity. For rules relating to Registered Student Organizations (RSO) see related section.
  - i. **Adherence with Policy.** UW employees must adhere to all the requirements in Section II of this policy unless an exception is made in this Section.
  - ii. **Brand Standards.** UW employees must follow UW brand standards when using UW trademarks.
  - iii. **All Products.** UW trademarks on products are limited to approved use by a licensee approved by UWTLO, even if the product only contains department specific logos and/or the production does not involve the sale of a product (e.g. promotional items for conferences or meetings, items for fundraisers, gifts, giveaways etc.)
  - iv. **Use in Ordinary Course of Business.** Use of UW trademarks, not on products, in the ordinary course of conducting UW business does not require prior approval, provided there is no change to the design or approved colors of UW trademarks, and they adhere to the UW brand guidelines. Examples include the use of UW trademarks on stationery, business cards, reports, official publications, posters, banners, and materials used in academic courses. Any questions regarding use of UW brand guidelines should be sent to [brand@uw.edu](mailto:brand@uw.edu)
  - v. **Testimonials or Quotes for an Outside Business and/or Service.** UW employees may not use UW trademarks, or their affiliation with UW, in any manner which suggests, implies, or indicates UW's endorsement, support, favor of, association with, or opposition to any activity, program, event, policy, political and/or social movement, product, service, candidate for political office, and any activity that would include commercial gain. UW employees may confirm that a service or product is being used by UW. Inclusion in printed or digital material of an outside organization as a customer must appear in the standard font of the publication. Requests to



provide information to the media should be forwarded to UW News and the University Spokesperson.

- vi. **Outside Scope of Employment.** UW employees acting outside of their employment (e.g. professional or recreation groups) must follow the rules for RSOs.

**b. Registered Student Organizations (RSOs):**

**i. UW RSOs May Not Use UW Trademarks Without Approval From UWTLO.**

- ii. **Creating RSO Names and Logos.** RSOs cannot use the name of the University in their RSO name or logo except to show its status as an RSO at the UW. When doing so, the name of the RSO must precede the name of the University. "Husky" can be used in the name of the RSO, but when doing so, *club, association, or organization* must be included in the name. Names and logos following this rule do not need to be approved by UWTLO, but UWTLO reserves the right to request changes to adhere to this rule.

- iii. **Producing Products.** (t-shirts, mugs, pens etc.) RSOs must use a UWTLO approved licensee to create any products. The licensee will obtain approval for every product prior to manufacture. RSOs may only use the UW trademarks on products with the RSO's name and/or logo, when there is clear separation between the logos. RSOs cannot alter or change any UW trademarks and must follow the RSO Trademark Use Guidelines. RSOs may not assign UW trademarks, or grant permission to use, to any other entity for any purpose, including but not limited to, outside vendors creating products not approved by UWTLO.

- iv. **Websites, Social Media and Printed Materials:** (posters, flyers, etc.) RSOs are not allowed to reproduce the UW trademarks on websites, social media, or printed materials. If an exception is granted, approval must be received in writing by UWTLO for use.

- v. RSOs working with a department must follow either RSO rules or rules for employees with department approval.

- c. **Guidelines.** See UWTLO Guidelines for more information and examples.

**IV. Use Of UW Trademarks By Non-University Entities**

- a. **Licensees.** UW allows only licensed entities (licensee) to produce products with UW trademarks. A list of current licensees is available from UWTLO. UW uses a licensing agent to assist with managing licensees. For information on becoming licensed, contact IMG College Licensing (IMGCL) UW's current licensing agent directly at [imgcollegelicensing.com](http://imgcollegelicensing.com). If you are a student or you produce handmade items, contact UWTLO directly at [licensing@uw.edu](mailto:licensing@uw.edu).

- b. **Other Educational Entities.** Use of UW trademarks by high schools, middle schools, elementary schools or other public entities as part of their logos and/or branding, is not permitted.

- c. **In Publications.** UW trademarks may be used in publications that provide information related UW, but only to the extent necessary to provide the information. News and information related inquires should be forwarded to UW News and the University Spokesperson.

