

Policy For The Control And Protection Of The Various Trademarks, Designs, Colors And Symbols Of Morgan State University

It is the policy of Morgan State University to protect the name, designs, and colors of the University, including without limitation, the trademarks, service marks, designs, team names, nicknames, abbreviations, slogans, logographics, mascots, seals and other symbols which have or will come to be associated with the University (hereinafter collectively referred to as "Indicia") from unauthorized uses and to permit the use of the same under circumstances benefitting the University and its educational mission. Accordingly, the University will have its Indicia registered with both the Secretary of the State of Maryland and the United States Patent and Trademark Office. The intent of this policy is to ensure that the University retains the benefit and control of its Indicia and that no use is made of them without the express approval and consent of the University, including any current or future uses. This action is hereby approved by the Board of Regents. The following regulations are adopted to implement this policy:

1. A party seeking to use the University's Indicia for any purpose, including without limitation, application or attachment to garments or other goods, promotions, and services, shall obtain prior permission for that use from the University by entering into a license agreement with the University. No use of the University's Indicia is authorized without the prior execution of a license agreement between the party seeking permission to use the Indicia and the University, unless the President of the University or his designated representative determines that it is in the best interest of the University to temporarily waive the requirement of the license agreement. Each license agreement shall provide for either a reasonable royalty or promotion fee to be paid the University or other consideration as deemed appropriate by the University in exchange for its permission to use the University's Indicia.
2. No University office or unit shall purchase or offer for sale any product, goods, promotion, or services bearing or otherwise using the University's Indicia unless a license agreement has been executed by the producer or manufacturer of the goods. Any University office or unit currently using or offering for sale any goods bearing or using University Indicia shall exhaust their inventory of such goods and not reorder such goods until a license agreement has been executed by the manufacturer or producer.
3. This policy and any regulations promulgated pursuant thereto shall not apply to goods produced or used by the University in the ordinary course of business, for example, University letterhead, newsletters produced by the University, etc.
4. The University may elect to administer its licensing program itself, have it administered by an agent with expertise in the field of collegiate licensing, or a combination of the two. However, the University shall always retain the authority to exercise control over the use of its Indicia.

This policy shall be effective immediately. The President of the University shall designate the office(s) to administer this policy.