



Policy Title:	Collegiate Licensing Program
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Policies Superseded:	UCIM-102
Policy Management Area(s):	University Marketing and Communication

SUMMARY:

Coastal Carolina University recognizes the merits of a collegiate trademark licensing program. In particular, the licensing program serves several functions: (1) to protect the University's reputation and image by permitting only appropriate uses and assuring only quality products bear University marks or symbols; (2) to promote the positive image and identification of the University; and (3) to generate funds to support student services, athletics, or other programs. For these reasons, the University has established a collegiate licensing program.

POLICY:

I. POLICY

A. Design Standards and Use Guidelines

1. The University name, logo, athletic logo and seal as well as other official marks are registered and fully protected identifiers, and their use is carefully controlled to assure quality representation of the University. The Office of University Marketing and Communication and University Counsel keep record of registered marks and collaborates with the University's licensing agent to maintain quality use.
2. Certain artwork or designs will not be approved for use in conjunction with the University's trademarks, unless written permission for such use is given to the University by the mark or copyright owner. Certain artwork or designs will not be approved for use in conjunction with the University's trademarks if containing:
 - a. art depicting the use or endorsement of alcohol;
 - b. art depicting the use or endorsement of drugs;
 - c. art depicting the use/endorsement of tobacco products;
 - d. art depicting the use or endorsement of firearms or other weapons,
 - e. art depicting racist, sexist, hateful, demeaning or degrading language or statements,

- f. art depicting profanity, art depicting with negative statements or graphics of other Universities,
 - g. art or a design incorporating trademarks or copyrights not owned by the University.
3. Vendors wishing to use the trademarks of the University must meet the criteria established by the University's identity standards. Promotional and premium items, regardless of production, method, or source of distribution are also subject to the guidelines.
 4. Departments and clubs of the University designing merchandise with CCU trademark must secure prior approval, in writing, from University Marketing and Communication.
- B. CCU Trademarks
1. Licensing/Royalties - Licensing is an agreement wherein the owner of a trademark gives another party, in most cases the manufacturer of the goods, the right to use that mark in exchange for payment of a royalty. Coastal Carolina University's royalty rate for general licensed goods will be determined by University Marketing and Communication and the licensing agent. This money is collected and audited via an agreement with a contracted licensing agent. Coastal Carolina University shall use the revenue generated from collegiate licensing for programs or activities with direct benefits to students and to further promote the University.
 2. Exemptions - Trademarked items produced solely for the internal use of University departments or divisions or an officially recognized student group are not subject to royalty collection, except for re-sale. However, vendors supplying an internal use shall be licensed unless provided a waiver by the Office of University Marketing and Communication.
 3. Unauthorized Use of Trademarks - The use of any trademark that identifies, or is associated with, Coastal Carolina University may not be used without the prior expressed written authorization of the University. Unauthorized commercial use of the marks of Coastal Carolina University is unlawful trademark infringement. The trademarks of the University will not be used in the promotion of weapons, of alcohol, tobacco, or other drug products. Coastal Carolina reserves the right to prohibit other uses which it deems inappropriate as being inconsistent with the image and mission of an educational institution.
 - a. Product Approval - The use of Coastal Carolina trademarks with the following types of products will normally not be approved, specifically when wanted for on-campus use: Products that could be used to injure or kill; alcohol-related products; tobacco related products; sexually suggestive products; products that present an unacceptable risk of liability; products that are not supportive to the mission or image of the University. Coastal Carolina reserves the right to prohibit other uses which it deems inappropriate as being inconsistent with the image and mission of an educational institution.

- b. Compliance - Coastal Carolina University's licensing program is coordinated via a contract with Learfield Licensing Partners (Learfield), which manages trademark enforcement, collects royalties and assists on expansion of licensed goods. Accordingly, vendors who wish to use the University name and/or logo(s) for profit must be licensed by the University and meet the procedural standards set forth by the University and Learfield. Any production or sale of unauthorized products or services is unlawful and is subject to liability for damages, injunctive relief, legal fees and other penalties, civil and criminal. Infringing merchandise is subject to seizure.
- 4. All other users of the University's name and/or logo(s), whether by a University- affiliated group or by an off-campus organization and regardless of the purpose, must secure permission from the Office of University Marketing and Communication prior to such use.
- 5. Locating Licensed Products- The Office of University Marketing Communication maintains a list of manufacturers licensed by the University to produce Coastal Carolina University merchandise. Organizations or retail establishments that need help locating licensed manufacturers of particular products should contact the Office of University Marketing and Communication.