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<b>Originating Office:</b>	Marketing & University Relations
<b>Responsible Executive:</b>	Vice President for Marketing, Enrollment & University Relations
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# Trademark Licensing

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## I. REASON FOR THIS POLICY

The University of South Dakota benefits from public recognition of its name, symbols, logos and other identifying marks. The University permits the use of its trademarks on products or services only after the University and producer/manufacturer have entered into a trademark licensing agreement. The Trademark Licensing Policy ensures that the University retains the benefit and controls the proper use, application and management of the University’s trademarks.

## II. STATEMENT OF POLICY

### Legal protection and enforcement:

The University has delegated the management of its name, symbols, logos and other identifying marks (“trademarks”) to the Trademark Licensing Officer housed in the Office of Marketing & University Relations and has contracted with The Licensing Resource Group (LRG) to assist in the administration and marketing of the trademarks.

### External Use:

- All vendors and manufacturers producing goods with the trademarks of The University of South Dakota must be licensed with the University through LRG.
- The University of South Dakota reserves the right to consider and approve any product or product category for license; however no product will be licensed without the approval of the licensing program. This helps to ensure that products bearing

trademarks of The University of South Dakota are of the highest quality and represent the university in a positive manner.

- **Registered Trademarks & Logos** - The University aggressively trademarks its name, its marks and its logos, which gives the University legal protection and the right to determine when, how, and to whom the University is portrayed in clothing and other commercialized products. Any design which may cause confusion in the mind of the public is a direct infringement upon the University's trademark rights.
- **Licensing Requirements** - Manufacturers, producers and any other entity must complete the licensing process and secure a license agreement prior to producing and selling emblematic merchandise.
- **Trademark Protection** - The trademark licensing program protects any: logo, wordmark, nickname, series of letters or acronyms associated with The University of South Dakota that are distinguishable from those of other universities, teams, mascots or organizations.

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### III. DEFINITIONS

**TRADEMARKS:** The University of South Dakota name, logo, wordmark, nickname, series of letters or acronyms associated with The University of South Dakota that are distinguishable from those of other universities, teams, mascots or organizations.

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### IV. PROCEDURES

See List of Licensed LRG Vendors at <https://portal.usd.edu/administration/marketing-urelations/trademarks-and-licensing.cfm>

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### V. RELATED DOCUMENTS, FORMS AND TOOLS

Terms of Use ([www.usd.edu](http://www.usd.edu))