Georgia State University Policy

1.00.15 Official University System Marks and Logos

Policy Summary

All trademarks of institutions of the University System of Georgia constitute property of the Board of Regents of the University System of Georgia. Authorization by the Board of Regents shall be required for the private or commercial use by any person, firm, association, corporation, institution, or other entity of any trademark developed by, or associated with the University System of Georgia or any of its institutions.

Full Policy Text

All trademarks* of institutions of the University System of Georgia constitute property of the Board of Regents of the University System of Georgia and all applications for registration under Federal and State laws pertaining to trademark registration shall be made in the name of the Board of Regents of the University System of Georgia.

Administration of Policy

**Mandating Authority:**
Board of Regents Policy Manual

**Responsible Office(s):**
University Relations, 527 One Park Place, 3-3356

**Responsible Executive(s):**

Policy History

**Approving Body:** Board of Regents

Rationale or Purpose

None provided

Additional Information

Authorization by the Board of Regents shall be required for the private or commercial use by any
person, firm, association, corporation, institution, or other entity of any trademark developed by, or associated with the University System of Georgia or any of its institutions.

The presidents of University System institutions are authorized to execute on behalf of the Board of Regents certain applications for trademark and service mark registration, declarations of continuing use, declarations concerning use of specimens, conversions of applications from Principal to Supplemental Register, applications for renewal and license agreements which permit the manufacture, sale, use or distribution of services or goods bearing University System trademarks representative of the institution. Notice of trademark and service mark applications shall be sent to the Chancellor within 10 days after filing (BR Minutes, 1990-91, pp. 388-389).

License agreements shall name the Board of Regents as licensor, and shall be effective for the period of time as specified in the agreement. All such license agreements shall be executed on forms approved by the Attorney General, and, if not, shall be null and void and of no effect whatsoever. Funds derived from such license agreements shall remain at the institution, shall be used for educational purposes, and shall not inure to the benefit of any individual. A signed or conformed copy of each license agreement shall be filed in the office of the chief fiscal officer of the institution (BR Minutes, 1990-91, pp. 388-389).

The content of licensing agreements authorized as aforesaid shall follow guidelines as established and promulgated by the Chancellor (BR Minutes, 1982-83, pp. 124-25).

Additional Helpful Resources

Board of Regents Policy Manual [http://www.usg.edu/policymanual/]