



OBJECTIVE

To maintain consistency and continuity in the depiction of the trademarks of The Ohio State University.

POLICY

Applies to: Any licensee who uses or intends to use their trademarks in conjunction with university trademarks
Issued: 07/1975
Revised: 12/2006
Edited: 10/2008

The Office of Trademark & Licensing Services has established procedures that must be followed for use of a manufacturer's name and/or trademarks on any approved licensed product.

PROCEDURE

Applies to: Any licensee who uses or intends to use their trademarks in conjunction with university trademarks.
Issued: 07/1975
Revised: 12/2006
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I. Licensee's Name

A. As required by the license agreement, the licensee's name and/or trademarks must appear on each licensed product. This may be accomplished by:

- Screen Printing
- Embroidery
- Hang Tag
- Heat Seal
- Embroidered Patch
- Collegiate Licensed Product Label (CLP Label) or
- Packaging



- B. Licensees who place their name and/or trademarks under or beside screen printed designs may do so in either of the following two formats:
1. *Licensed Company Name* c2006 The Ohio State University
 2. Produced by *Licensed Company Name* under license from The Ohio State University c2006
- C. For licensees who identify their apparel by including their name and/or trademarks in screen printed designs, the company name and/or trademarks must be unobtrusive.

II. Location of Trademarks

- A. The licensee's name and/or trademarks should not be placed next to, or in close proximity to university trademarks, or incorporated into designs that include university trademarks.
- B. The licensee's name and/or trademarks may not appear in a more visible location than university trademarks. For example, licensee's name and/or trademarks may not appear on the front of a garment and university trademarks on the back.
- C. Each side of a reversible garment is treated as a separate garment. For example, a licensee's name and/or trademark may not appear alone on one side of the garment, or in a larger format than university trademarks.
- D. The licensee's name and/or trademarks may appear in a maximum of two locations on the outside of any licensed apparel product, excluding headwear (see Section III. Headwear Exception).
1. If only one university trademark appears on the licensed product, then only one licensee name and/or trademark may appear on the product.
 2. "Jock Tags" or other labels that contain the licensee's name and/or trademarks count as one placement.
 3. Hang tags, or other forms of non-permanent licensee identification, that contain the licensee name and/or trademarks are not counted as a placement.



III. Headwear Exception

The licensee's name and/or trademarks may appear only once on the outside of each headwear item.

IV. Size of Trademarks

- A. Licensee name and/or trademarks on adult apparel, headwear or general merchandise may be no larger than 1.5" square.
- B. Licensee name and/or trademarks on youth and infant merchandise may be no larger than 1.25" square.
- C. Licensee name and/or trademarks may not be larger in format than university trademarks.

RESOURCES

Ohio State, [Office of Trademark & Licensing Services](#), 614-292-1562