Trademark Placement for University Licensees, 2.61

University Policy

Applies to: Any licensee who uses or intends to use their trademarks in conjunction with university trademarks.

Responsible Office: Office of Business and Finance

POLICY

Issued: 07/01/1975
Revised: 12/01/2006
Edited: 08/01/2018

The Office of Trademark and Licensing Services has established requirements for use of a manufacturer's name and/or trademarks on any approved licensed product.

Purpose of the Policy

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

PROCEDURE

Issued: 07/01/1975
Revised: 12/01/2006
Edited: 08/01/2018

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:
   1. Screen printing,
   2. Embroidery,
   3. Hang tag,
   4. Heat seal,
   5. Embroidered patch,
   6. Collegiate licensed product label (CLP label), or
   7. 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.
   1. Headwear – The licensee's name and/or trademarks may appear only once on the outside of each headwear item.
   2. If only one university trademark appears on the licensed product, then only one licensee name and/or trademark may appear on the product.
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Applies to:   Any licensee who uses or intends to use their trademarks in conjunction with university trademarks.

- "Jock tags" or other labels that contain the licensee's name and/or trademarks count as one placement.
- 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. 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.

Responsibilities

<table>
<thead>
<tr>
<th>Position or Office</th>
<th>Responsibilities</th>
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| Office of Trademark and Licensing Services | 1. Establish procedures that must be followed for the use of a manufacturer's name and/or trademarks on any approved licensed product.  
2. Maintain consistency and continuity in the depiction of the trademarks of The Ohio State University. |
| Manufacturer or licensee                 | 1. Follow Office of Trademark and Licensing Services procedures for use of manufacturer's name and/or trademarks on any approved licensed product.  
2. Place the licensee's name and/or trademarks on each licensed product according to the terms of the license agreement, using the approved methods of: screen printing, embroidery, hang tag, heat seal, embroidered patch, collegiate licensed product label, or packaging.  
3. When placing name and/or trademarks under or beside screen-printed designs, do so in either of the following two formats: "Licensed Company Name c2006 The Ohio State University", or "Produced by Licensed Company Name under license from The Ohio State University c2006".  
4. Place name and/or trademarks unobtrusively, when including in screen-printed designs.  
5. Do not place licensee's name and/or trademarks next to, or in close proximity to university trademarks; or, incorporate into designs that include university trademarks.  
6. Do not place licensee's name and/or trademarks in a more visible location than university trademarks.  
7. Treat each side of a reversible garment as a separate garment; and, do not place a licensee's name and/or trademark alone on one side of the garment, or in a larger format than university trademarks.  
8. Place licensee's name and/or trademarks only in a maximum of two locations on the outside of any licensed apparel product, excluding headwear.  
9. Place licensee's name and/or trademarks only once on the outside of a headwear item.  
10. Only one licensee name and/or trademark may appear on the product, if there is only one university trademark.  
11. Count jock tags as one placement.  
12. Do not count hang tags or other forms of non-permanent identification as a placement.  
13. Do not place licensee name and/or trademarks on adult apparel, headwear, or general merchandise that is larger than 1.5" square.  
14. Do not place licensee name and/or trademarks on youth and infant merchandise that is larger than 1.25" square.  
15. Do not place licensee name and/or trademarks that are larger in format than university trademarks. |

Contacts

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<tr>
<th>Subject</th>
<th>Office</th>
<th>Telephone</th>
<th>E-mail/URL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy questions</td>
<td>Trademark and Licensing Services, Office of Business and Finance</td>
<td>614-292-1562</td>
<td>trademarklicensing.osu.edu/page/home/</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fax 614-292-2023</td>
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</tbody>
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History

- Issued: 07/01/1975
- Revised: 12/01/2006
- Edited: 10/01/2008
- Edited: 08/01/2018