

**Sam Houston State University**  
**A Member of The Texas State University System**

**Trademark Licensing Policy PRE-26**

**Sam Houston State University Trademarks**

**1. GENERAL**

University departments may use the Sam Houston State University institution marks and the Sam Houston State University trademarks designated for internal campus usage, provided that all items are purchased through an officially licensed vendor (see list of licensees under links at the top of this page).

The Sam Houston State University marks may not be altered and all uses must include the department's name/logo prominently. University departments are required to use licensed manufacturers for all products bearing Sam Houston State University marks.

University departments will not be subject to payment of the royalty fee as long as the proposed design is for internal usage (apparel identifying department employees for events, department promotional giveaways, etc.). University departments and campus organizations will be subject to royalties in all cases where product is resold to the consumer or its membership. Departments may request a waiver when using licensed products for fundraising activities and will be granted permission on a case by case basis by the **Associate Athletic Director External Operations**.

Only officially recognized student organizations may produce merchandise displaying both the student organization's name/logo and the UNIVERSITY trademarks with permission from the **Associate Athletic Director of External of Operations**.

The Sam Houston State University marks may not be altered and all merchandise must include the organization's name/logo prominently on the product. Student organizations are required to use licensed manufacturers for all products bearing Sam Houston State University marks.

Student organizations will not be subject to payment of the royalty fee as long as the proposed design is for internal consumption.

**Steps for Approval**

Student organizations and university departments who wish to use Sam Houston State University marks on apparel (such as t-shirts, hats, sweatshirts, etc.), gift items (such as mugs, key chains, jewelry, etc.) and miscellaneous items (such as flags, signs, etc.) must follow these steps.

1. Locate an official licensee. All items with a Sam Houston State University trademark (name, logo, etc.) must be manufactured by a vendor licensed by Sam Houston State University. **Local Printers and UNIVERSITY Licensees at:**  
**[http://www.gobearkats.com/ViewArticle.dbml?DB\\_OEM\\_ID=19900&ATCLID=205368852](http://www.gobearkats.com/ViewArticle.dbml?DB_OEM_ID=19900&ATCLID=205368852)**
2. Contact the licensee you wish to use and create a proof of the artwork/product to be approved.
3. If the artwork/product proof is approved, the licensee will submit the design to Strategic Marketing Affiliates' "Approvals on Demand" website.

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4. Sometimes your artwork/product proof may require corrective changes. The licensee will receive an email clarifying the changes needed for approval. You will be notified, and it is your responsibility to ensure the licensee makes the corrective changes and resubmits the design on Strategic Marketing Affiliates' "Approvals on Demand" website.
5. If your artwork/product proof is not approved, you will receive an email detailing why your design was denied. Should this occur, you have the option to redesign the artwork/product proof and start the approval process over.

Merchandise produced by vendors without authorization infringes on Sam Houston State University's trademarks and those vendors will be subject to all available legal remedies.

For additional information please review:

- University Advancement Policy UA-05
- University Visual Standards Manual [www.shsu.edu/about/documents/SHSU\\_BrandGuide.pdf](http://www.shsu.edu/about/documents/SHSU_BrandGuide.pdf)
- Texas State University systems licensing policies.

Should you have any questions about the process, contact David Paitson, Associate Athletic Director of External Operations at Sam Houston State Athletics, 936-294-3443 or [dpaitson@shsu.edu](mailto:dpaitson@shsu.edu).

Approved by: President's Cabinet  
Date: February 2013