

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

Trademark Licensing Policy PRE-11

Sam Houston State University Trademarks

1. General

Sam Houston State University (University) marks and trademarks are University property; all unauthorized use is prohibited. Violators of this policy may have their right to use University marks and/or trademarks revoked.

2. Definitions

- a. Institutional Marks – All non-Athletic University marks and trademarks, including name, abbreviations, colors, and logos. Institutional Marks serve to identify the University and preserves the integrity of its reputation. Examples of Institutional Marks are available on the Marketing and Communications Website.
- b. Athletic Marks – All University marks and trademarks reserved for Athletics, which generally include the Bearkat mascot and/or paw.
- c. Branded Items – Includes any apparel or non-apparel items imprinted with the Institutional Marks or Athletic Marks. Branded Items include, but are not limited to, uniforms, sweatshirts, t-shirts, cups, umbrellas, bumper stickers, pens, pencils, jewelry, and koozies.

3. Authorization to Use Institutional Marks

University departments and campus organizations (including registered student organizations) may use designated Institutional Marks for official campus business. Any Branded Items must be purchased through an officially licensed vendor (see list of licensees at link below). Institutional Marks may not be altered, and all Branded Items must include the University department or organization's name and logo prominently, per guidelines published by Marketing and Communications.

University departments and campus organizations (including registered student organizations) must request written permission (licensing@shsu.edu) from the Associate Athletic Director for Development and Licensing (AADDL) in order to resell Branded Items, including for fundraising purposes. Sales of Branded Items will incur a licensing fee. University departments are not required to pay the licensing fee if the Branded Items are for internal official use (e.g., apparel identifying department employees for events, department promotional giveaways, etc.).

4. Athletics Marks

Athletic Marks are reserved for official Athletics business and must comply with use parameters, as determined by the Athletics Department and unless approved in writing by the AADDL prior to use. All requests to use Athletic Marks for Branded Items must be submitted to the AADDL at licensing@shsu.edu for review and approval prior to ordering and production, including any proposed artwork to be used.

For additional information see:

- University Advancement Policy UA-05
- University Visual Standards Manual <https://www.shsu.edu/dept/marketing/branding>
- Licensed Brand Use Approval Process <https://www.shsu.edu/dept/marketing/licensed-brand-use-approval-process>
- The Texas State University System licensing policies

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Approved by: President's Cabinet
Date: June 2022