



## **Guidelines for use of The Ohio State University Name & Identifying Marks**

### **Prepared for Student Organizations and Sport Clubs by Trademark & Licensing Services**

The Office of Trademark & Licensing Services regulates, promotes and protects the use of the University's name and identifying marks, both on and off campus. This includes granting approval for use of the many registered marks and trademarks of the University, such as logos, the University Seal, and even identifying names like "Ohio State" and "Buckeyes".

The University has registered its marks in the state of Ohio and the United States since 1974, and continues to pursue registration overseas. This insures protection of the integrity and identity of the University, while at the same time, royalties collected through the Licensing Program fund scholarships for deserving students. By ensuring that products bearing the University marks are of high quality and good taste, we further promote Ohio State's reputation as one of the nation's finest universities. Proper use of the University's name also stimulates public awareness and support.

Prior written permission is needed from Trademark & Licensing Services for use of the University name or marks for anything other than Official University business. This also applies to student groups and organizations that wish to make use of the University name in conjunction with their group or activities, or those groups desiring use of the University's identifying marks.

### **Using the University's Name**

A registered student organization or sport club team may make use of the University name in its title, publications or letterhead, but may not use the name in a manner that in any way would constitute an endorsement, approval or underwriting of any organization, product, activity, service or contract by The Ohio State University. A distinct difference needs to be kept for Sport Club Teams that have a corresponding Varsity Athletic Team.

**Permissible:** *The Rodeo Club at Ohio State, the Chess Club at Ohio State, Buckeye Dance Club*

**Not Permissible:** *Ohio State Rodeo Club, the Ohio State Chess Club, and Buckeye Dance Team*

If a Sport Club wishes to make use of the word "team" in its title, it can only do so when the words "Sports Club" are preceded by the word "team".

**Permissible:** *Rugby Sport Club Team at Ohio State, Club Baseball Sport Team*

**Not Permissible:** *Ohio State Rugby Team, Ohio State Baseball Team*

The general rule is that the University name cannot precede the name of the organization. Also, the University is not to be identified by an abbreviation of its name, such as OSU. The correct identification is by the full name, The Ohio State University, or simply Ohio State. The use of "Buckeye" in the name is permitted.

## Using the University's marks

Keep in mind that any student organization, or club team, is prohibited from using the University seal and Athletic Logo or logos on letterheads, business cards or other identifying materials. A club team may, however, utilize a University mark (except the Athletic or Varsity Team Logo) as part of its uniform, provided the item is not issued or made available for sale to anyone other than team members. Student organizations may receive permission to utilize a University mark for special uses, such as a commemorative item that is for member's use only. Contact Trademark & Licensing Services for approval of such uses.

Once an item bearing a registered University mark is sold beyond the scope of the membership or team, it becomes a commercial use of the mark and is subject to a license agreement. For example, if the Dance Club at Ohio State wishes to use the University logo on its uniform, it is permissible, providing it has received prior written approval of the use from the Licensing Program. Despite the fact that the item is for team use only, Trademark & Licensing Services retain the right of approval of all uses of the University's marks. However, if the club decided to manufacture and sell a T-shirt bearing the University marks as a fund-raiser, the manufacturer of the item is obligated to enter into royalty bearing license agreement with Trademark & Licensing Services. Under terms of a license agreement, Trademark & Licensing Services must approve all artwork and designs, as well as the quality of the product prior to its distribution.

## The Registered Marks of the University

Registered marks include but are not limited to: Ohio State University, "Ohio State," "Buckeyes," Ohio State Buckeyes, Go Bucks, Brutus the Buckeye, the Block O, the institutional logo, the University seal, Brutus Buckeye and the Athletic Logo.

## Name and Seal Scholarship Fund

Royalties derived from the commercial use of the University's registered marks directly benefit the students at Ohio State through the Name and Seal Scholarship Fund. Scholarships from the Name and Seal Fund, one of the fastest growing endowments at the University, are awarded to students based on both academic achievement and financial need.

## For More Information

If you have questions about proper usage of the University name or registered marks, feel free to contact Trademark & Licensing Services:

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