**TERRY TIPS: UGA TRADEMARK APPROVAL FORM**

**WHY DO I NEED TO FILL OUT THE TRADEMARK APPROVAL FORM?**

All usage of University of Georgia trademarks must be approved by the Office of Trademarks and Licensing prior to use. This includes logos, phrases, wordmarks and more. See the UGA Brand Style Guide page for more info and the Terry Tips: Merchandise Orders Guide. **If you do not get trademark approval before submitting your order, you may be personally liable for paying the invoice.**

**WHERE CAN I FIND THE FORM?**

Right here!

**HOW SHOULD I FILL OUT THE FORM?**

The Trademark Approval Form can be a little confusing! Here are a few helpful tips:

**Organization:** This is always “Terry College of Business.” If you are using a specific logo for your organization or department, include its name, as well.

**Purpose of Logo Usage:** Explain briefly what the logo is being used for. For example: “Terry logo tumblers being given to donors, students and alumni.”

**Logo(s) Requested:** The most common Terry logos are the Terry two-line (the logo in our email signatures), Terry three-line horizontal and vertical, and departmental logos. Logos can be downloaded from the Terry Branding site. **See below for Terry logo examples.**

**Licensed Vendor:** Vendors must be licensees of UGA unless you are requesting an exception, which should be noted under “comments.” Unlicensed vendors are approved on a case-to-case basis. A list of licensed vendors can be found here.

**Quantity/Length of Use:** Exact quantity is not necessary, but give a best estimate. For length of use, it’s OK to put “indefinite” — trademark approvals do not expire unless the vendor loses its license.

**Non-Profit Use:** You are not allowed to sell UGA-branded items for profit, so always mark “Yes” for internal/non-profit use and “No” for retail/profit use.

**Sponsors:** This field is rarely necessary and should only be used for items such as sponsor logos on a conference display.

**Comments:** Comments are only needed to explain an unusual form entry — for example, a request to use an unlicensed vendor. Otherwise, this field can stay blank.

**LOGO EXAMPLES:**

- Terry 2-line logo
- Terry 3-line logo
- Terry 3-line vertical logo
WHEN AND WHERE SHOULD I SEND IT?

Send the approval form to trademarks@uga.edu after receiving a final print proof from your vendor, but before submitting your order. Please copy Jewel Caruso at jewelcaruso@uga.edu to ensure that Terry OMC is aware of your request. **NOTE:** If any changes are made to your item after approval, an updated form must be submitted.

Allow up to 48 hours for a response from the Office of Trademarks and Licensing.

WHAT ATTACHMENTS SHOULD I INCLUDE?

Include the completed approval form, as well as the final print proof of your item. A print proof is an image of the design as it will appear on the product. Your vendor should be able to supply you with this. See below for examples of a completed form and print proof.

STILL HAVE QUESTIONS?

Email jewelcaruso@uga.edu.