TERRY TIPS: TRADEMARK APPROVAL GUDIE

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 <u>UGA Brand Style Guide</u> page for more info and OMC's <u>Merchandise Ordering Guide</u> for a comprehensive merchandise overview. **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 namef, 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 <u>Terry Branding site</u>. *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.

CONTINUED ON PAGE 2

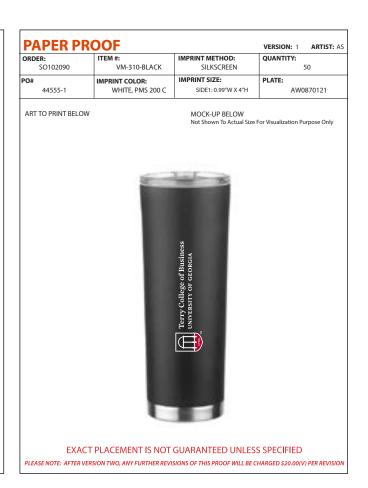
WHEN AND WHERE SHOULD I SEND IT?

Send the form to trademarks@uga.edu after receiving a final print proof from your vendor, prior to submitting your order. All artwork must also be sent to OMC via project request for prior approval. OMC will forward your completed form and seek approval on your behalf, if you prefer. You can find further instruction while completing your request. **NOTE:** If any changes are made to your item after approval, an updated form must be submitted.

WHAT ATTACHMENTS SHOULD I INCLUDE?

Include the completed approval form along with the final print proof of your item. We've included a sample submission below.

Oniversity (of Georgia Trademarks and Logos
	l form and may not be altered in any way. The marks must include the proplicable. For more information, please consult the UGA policy on tradema
Organization: Terry College of	Business04/27/2020
Is this organization affiliated with	
Contact: Jewel Caruso	Title: Merchandise Manager
Phone number: $(\frac{706}{}) - \frac{542}{}$	Title: Merchandise Manager 3
Purpose of logo usage: Terry Tu	mblers for alumni, students, donors
Logo(s) Requested: Terry two li	ne
Vendor Name: Booker Promot	ions
Address: 2987 Clairmont Rd,	Atlanta, GA 30329
Phone Number: (404)- 321 - 551	1Contact: Scott Moscow
Is this Vendor a Licensee of the U	niversity of Georgia? ■YES □NO ***
*** If you checked NO, please expl	ain in the comments section (or on a separate page) why you are
	on-licensee may result in your request being denied. h of Use: indefinite
Are you requesting to use UGA ma	ark(s) for internal/non-profit use? ■YES □NO
	ark(s) for internal/non-profit use? ■YES □NO ark(s) for retail/profit use? □YES ■NO
	ark(s) for retail/profit use? □YES ■NO
Is your proposed usage of UGA m	ark(s) for retail/profit use? □YES ■NO
Is your proposed usage of UGA m Sponsors, if any:	ark(s) for retail/profit use? □YES ■NO
Is your proposed usage of UGA m Sponsors, if any:	ark(s) for retail/profit use? □YES ■NO
Is your proposed usage of UGA m Sponsors, if any:	ark(s) for retail/profit use? □YES ≣NO Association marks (i.e., the "Super G", the Bulldog Head, etc.) w
Is your proposed usage of UGA m Sponsors, if any: Comments: Note: any requests to use Athletic	urk(s) for retail/profit use? □YES ■NO Association marks (i.e., the "Super G", the Bulldog Head, etc.) viation for review.
Is your proposed usage of UGA m Sponsors, if any: Comments: Note: any requests to use Athletic be submitted to the Athletic Assoc	urk(s) for retail/profit use? □YES ■NO Association marks (i.e., the "Super G", the Bulldog Head, etc.) viation for review.
Is your proposed usage of UGA m Sponsors, if any: Comments: Note: any requests to use Athletic be submitted to the Athletic Assoc	ark(s) for retail/profit use? □YES ■NO Association marks (i.e., the "Super G", the Bulldog Head, etc.) we into for review. trademarks@uga.edu.
Is your proposed usage of UGA m Sponsors, if any: Comments: Note: any requests to use Athletic be submitted to the Athletic Assoc Please complete this form and email to *** Artwork FOR INTERNAL USE ONLY:	ark(s) for retail/profit use? □YES ■NO Association marks (i.e., the "Super G", the Bulldog Head, etc.) we into for review. trademarks@uga.edu.
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HOW LONG DOES APPROVAL LAST?

Per university policy, each order bearing an official university mark should be submitted to Trademarks. However, the Trademarks office does offer lenience on exact reorders that have been previously approved in the same FY. All other orders must be submitted for review.

STILL HAVE QUESTIONS?

Email genesis.sanchez@uga.edu.