

# TERRY TIPS: TRADEMARK APPROVAL GUIDIE

## 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 OMC's [Merchandise Ordering Guide](#) 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 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.

**CONTINUED ON PAGE 2**

## WHEN AND WHERE SHOULD I SEND IT?

Send the form to [trademarks@uga.edu](mailto: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.

Approval Form for the use of University of Georgia Trademarks and Logos	
All marks must be used in their original form and may not be altered in any way. The marks must include the proper registration symbol(s) - ® or TM - if applicable. For more information, please consult the UGA policy on trademarks.	
Organization: Terry College of Business	Date: 04/27/2020
Is this organization affiliated with UGA? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
Contact: Jewel Caruso	Title: Merchandise Manager
Phone number: (706) - 542-8593	E-mail: jewelcaruso@uga.edu
Purpose of logo usage: Terry Tumblers for alumni, students, donors	
Logo(s) Requested: Terry two line	
Vendor Name: Booker Promotions	
Address: 2987 Clairmont Rd, Atlanta, GA 30329	
Phone Number: (404) - 321 - 5511 Contact: Scott Moscow	
Is this Vendor a Licensee of the University of Georgia? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO ***	
*** If you checked NO, please explain in the comments section (or on a separate page) why you are not using a licensee. Note - using a non-licensee may result in your request being denied.	
Quantity: 50	Length of Use: indefinite
Are you requesting to use UGA mark(s) for internal/non-profit use? <input checked="" type="checkbox"/> YES <input type="checkbox"/> NO	
Is your proposed usage of UGA mark(s) for retail/profit use? <input type="checkbox"/> YES <input checked="" type="checkbox"/> NO	
Sponsors, if any: _____	
Comments: _____	
_____	
Note: any requests to use Athletic Association marks (i.e., the "Super G", the Bulldog Head, etc.) will be submitted to the Athletic Association for review.	
Please complete this form and email to <a href="mailto:trademarks@uga.edu">trademarks@uga.edu</a> .	
<b>*** Artwork must be attached for approval ***</b>	
FOR INTERNAL USE ONLY:	
Date: 04-27-20	<input checked="" type="checkbox"/> Approved <input type="checkbox"/> Approved w/changes <input type="checkbox"/> Rejected
One Time Use: _____ Other Defined Period of Use: _____	
Comments: _____	
_____	
Reviewer's Signature: _____	
ONCE THE REQUEST IS SUBMITTED WE WILL NOTIFY YOU VIA EMAIL WITHIN 48 HOURS	

## PAPER PROOF

ORDER:	ITEM #:	IMPRINT METHOD:	VERSION: 1	ARTIST: AS
SO102090	VM-310-BLACK	SILKSCREEN	QUANTITY:	50
PO#	IMPRINT COLOR:	IMPRINT SIZE:	PLATE:	
44555-1	WHITE, PMS 200 C	SIDE1: 0.99"W X 4"H	AW0870121	

ART TO PRINT BELOW

MOCK-UP BELOW  
Not Shown To Actual Size For Visualization Purpose Only



EXACT PLACEMENT IS NOT GUARANTEED UNLESS SPECIFIED

PLEASE NOTE: AFTER VERSION TWO, ANY FURTHER REVISIONS OF THIS PROOF WILL BE CHARGED \$20.00(V) PER REVISION

## 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](mailto:genesis.sanchez@uga.edu).