

GUIDELINES FOR USE OF LOUISIANA STATE UNIVERSITY NAME AND IDENTIFYING MARKS

Prepared for Registered Student Organizations of LSU

The Trademark Licensing Office within the Office of the Vice Chancellor for Finance & Administrative Services promotes, protects, and regulates the University's name and identifying marks. These marks include the name, logos, seal and all identifying marks, symbols and slogans associated with LSU.

The University has registered its marks with the U. S. Office of Patents and Trademarks and the Louisiana Secretary of State to protect the integrity and identity of the marks. Proper use of LSU's name and marks stimulates public awareness and support for the University.

Prior written permission is required through the Trademark Licensing Office for use of the University's name or marks for anything other than official University purposes. The following applies to student groups, organizations, and sport club teams.

USE OF UNIVERSITY NAME:

A registered student organization or sport club team may use the University name in its title, publications or letterhead to show its status as a registered student organization at LSU, but may not use the name in a manner as to create confusion between it as an organization and the University itself nor in a manner that would in any way constitute an endorsement, approval or underwriting of any organization, product, activity, service or contract by Louisiana State University.

The general rule is that the University name cannot precede the name of the student organization. Examples include:

Permissible: ABC Club at Louisiana State University, ABC Club at LSU

Not Permissible: Louisiana State University ABC Club, LSU ABC Club

One exception to the above rule is for Sport Clubs who compete nationally against other universities. In order to identify this unique student organization subset, the following examples will apply to identify the competing Sport Club:

LSU Sport Club, Sport Club at LSU, Louisiana State University Sport Club, Sport Club at Louisiana State University

If a Sport Club uses the word "team" within its title, it may only do so when the words "Sport Club" precede the word "team" in order to separate Sport Clubs from Intercollegiate Athletic Teams:

Permissible: ABC Sport Club Team at Louisiana State University, ABC Sport Club Team at LSU, LSU ABC Sport Club Team, Louisiana State University ABC Sport Club Team

Not Permissible: LSU ABC Team, Louisiana State University ABC Team

The correct reference to LSU is by Louisiana State University or LSU. "Louisiana State" is not acceptable.

USE OF UNIVERSITY MARKS:

Registered student organizations or club teams may **not** use the University seal or logos on letterheads, business cards or other identifying materials. A sport club team may, however, utilize a University mark as part of its uniform, provided the item is not issued or made available by sale or otherwise to anyone other than team members. Registered student organizations may receive permission to utilize a University mark for special use, such as a commemorative item that is for members use only. Contact the Trademark Licensing Office for review of such proposed use.

Should an item bearing the registered marks of the University be sold to anyone other than the membership of a registered student organization or sports club team, it becomes a commercial use of the mark and is subject to a license agreement. For example, if the ABC Club at LSU decides to use the marks of the University on its uniform, it may do so only subject to approval by the Trademark Licensing Office. If the club decides to sell a t-shirt bearing the University marks as a fund raiser, the manufacturer of the item **must** be an LSU licensee. The Trademark Licensing Office **must** approve all artwork and designs, as well as the quality of the product prior to its distribution. Please email trademark@lsu.edu with all proposed designs and any questions. A list of licensed screen printers can be found at www.LSU.com.