

LICENSING PROGRAM GUIDELINES
FOR
THE USE OF IOWA STATE UNIVERSITY'S MARKS

1. INTRODUCTION

The following guidelines provide specific information and procedures for licensing Iowa State University's names, symbols, logos, mascots, and other marks (Marks), which comply with [Iowa State University's Trademark Management Policy](#) (Policy).

Federal Trademark laws require the University to control its Marks or risk losing exclusive rights to its Marks. The Trademark Licensing Office (Trademark Licensing) provides this needed control by granting individuals, organizations, and businesses the rights to use the Marks under a license agreement.

As provided in the Policy, these Guidelines are established and governed by Trademark Licensing. The term University includes the University, its affiliated organizations and organizations formally recognized by the University.

2. DESCRIPTION OF THE MARKS

The University owns and controls its names, logos, trademarks, service marks, symbols, designs, indicia, trade dress, and other identifiers that are associated with Iowa State University, including derivatives and variations of those marks.

3. USERS AND SUPPLIERS MUST BE LICENSED

Use of University Marks by non-University users, suppliers, manufacturers, retailers, and other third parties requires prior approval from Trademark Licensing and, when applicable, a license. Suppliers producing products bearing University Marks for internal University use must comply with the Guidelines for Internal Use of Iowa State University's Trademarks. Products bearing University Marks that are created for resale, retail distribution, or other commercial purposes require licensing and approval from Trademark Licensing.

4. ROYALTY

In return for the right to use the University's Marks, a licensee is required to pay a royalty as determined by Trademark Licensing. Royalties may be assessed as percentage of sales

or as a fixed fee. Royalty rates, and other fees are determined and implemented by Trademark Licensing.

All Licensed Products are royalty-bearing unless expressly exempted in writing by Trademark Licensing. A royalty exemption is not a license exemption. Royalty exemptions may be granted only for internal University use or consumption, and only when the Licensed Products are not for resale, fundraising, or sale through traditional retail channels.

Royalty exemptions require prior written approval from Trademark Licensing. Trademark Licensing will determine eligibility for exemption and establish, modify, or withdraw royalty exemption categories, procedures, and approval requirements.

A royalty exemption does not waive licensing, design approval, product approval, brand compliance, or any other applicable trademark use requirements.

Licensees must retain exemption approvals for audit purposes and report royalty-bearing and royalty-exempt transactions in accordance with the applicable license agreement and Trademark Licensing's requirements.

5. LICENSING AND APPROVALS

All external, commercial, retail, and product uses of the Marks must be approved by Trademark Licensing. A license to use the Marks may be required and may be obtained through Trademark Licensing or its designated licensing platform. All designs, products, and uses remain subject to review and approval by Trademark Licensing before production, sale, or distribution.

License applications may be submitted through CLC.com.

6. DESIGN STANDARDS

The following standards will be used in approval of designs:

- Designs must be of high quality and must portray Iowa State University in a positive and appropriate manner.
- University Marks may be incorporated into a design only if the integrity of the Marks is maintained.
- University Marks may not be modified, distorted, obscured, or used in a manner that creates confusion regarding source, sponsorship, affiliation, or endorsement.

- University Marks may not be used with third-party names, trademarks, copyrighted material, or other intellectual property unless appropriate rights and approvals have been obtained and provided to Trademark Licensing.
- Use of University Marks in a manner that may imply endorsement of a third-party company, product, service, cause, or organization requires additional review and approval by Trademark Licensing. Trademark Licensing may consult with Procurement Services, University Marketing and Communications, the Office of General Counsel, or other University offices as appropriate.
- No one other than the University may claim copyright, trademark, or other ownership rights in a design that incorporates University Marks.
- University Marks should include the appropriate trademark notice, TM or registered trademark symbol, ®, when required by Trademark Licensing.
- All uses of University Marks must comply with applicable University brand standards and athletics brand standards, as applicable.

7. PRODUCT STANDARDS

The following standards will be used when approving product:

- All products must be of high quality.
- No products considered dangerous, unlawful, offensive, or inconsistent with the University's mission, reputation, or licensing standards will be approved.
- No products with an unusually high product liability risk will be approved.

8. STANDARDS FOR NON-PRODUCT USE

Use of University Marks in advertising, promotions, publications, statements of affiliation, or other non-product contexts must be accurate and must not imply University endorsement, sponsorship, approval, or responsibility unless approved by Trademark Licensing.

Use of University Marks to identify the University as a user of a product or service, or as the source of research information used in connection with a commercial product, program, service, or publication, requires prior approval from Trademark Licensing.

University employees may use the University's name to make true and accurate statements about their relationship with or employment by the University. Employees may not use the University's name, Marks, or affiliation in a manner that suggests or implies University

Approved: 2/12/96
Revised: 11/20/01
Revised: 4/19/04
Revised: 3/6/05
Revised: 8/2/11
Revised: 8/25/26

endorsement, support, or approval of any product, service, movement, activity, or program.
Trademark Licensing may require a disclaimer when needed to avoid confusion.

9. CONTACT

Trademark Licensing Office
2420 Lincoln Way, Suite 201
Ames, IA 50014
Phone: 515-294-4402
email: trademark@iastate.edu
Web: www.trademark.iastate.edu