

**POLICY 1.15 – Corporate Use of University Name and Trademarks**

**Policy Category:** General

**Effective Date:** March 22, 1990

**Supersedes:** June 25, 1987

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**GENERAL**

1.00 The University's name (i.e., The University of Western Ontario) and acronym (UWO), and other names commonly associated with the University (e.g., Mustangs), as well as the University coat-of-arms, shield, crest, logos, insignia, and other graphic marks, are protected under the Trade Marks Act, which states in part:

"no person shall adopt in connection with a business, as a trade