

## POLICY 1.17 – Licensed Commercial Use of University Name and Trademarks

**Policy Category:** General  
**Effective Date:** October 16, 2015  
**Supersedes:** September 28, 2000

---

### **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 mark or otherwise, any mark consisting of, or so nearly resembling

## **POLICY 1.17 – Licensed Commercial Use of University Name and Trademarks**

- 5.02 A non-exclusive, revocable licensing contract having a specific term shall be signed after design and product quality standards are met. Subsequently, each new design shall be submitted by the licensee to the Licensing Coordinator\* for approval.
- 5.03 In granting a commercial license, the Licensing Office shall collect from the licensee a royalty fee based on the wholesale price of the imprinted product.
- 6.00 There are no exemptions or special terms allowed in the granting of a license to use the University's trademarks.
- 7.00 Requests for permission to use the University's trademarks in conjunction with fund-raising or charity events by a licensed or non-licensed company or individual shall be directed to the Advisory Committee on Advertising and Commercial Activity for review. [See Policies [1.12](#) and [2.2](#)].