OU Licensing and Trademark Policy

Registered Student Organizations and University Departments

All organizations and departments should allow a minimum of two weeks for processing.

A. Definitions

1. Registered Student Organization (RSO)
   An organization that is properly registered through OU Student Life.
   (All student organizations must register.)
   Oklahoma Memorial Union, Rm. 370 / (405) 325-3163 http://studentlife.ou.edu

2. Contact Person
   The student representing the RSO that is responsible for acquiring the required approvals
   for use of OU trademarks.

3. Adviser
   The full-time OU faculty or staff member serving as the “adviser” for the organization.

4. OU Student Affairs
   The OU department that is responsible for confirming the authorization level for which
   (if any) OU licensed trademarks the RSO may use. Oklahoma Memorial Union, Rm. 265,
   (405) 325-3161 (see HSC Student Affairs if based on the HSC campus)

5. OU Trademarks
   Trademarks include University names, marks, logos, symbols and colors. Please see the

6. Office of Trademark Licensing
   The department that is responsible for promoting and protecting the University’s
   reputation by ensuring proper usage of its name, logos and marks. The Office of
   Trademark Licensing is located at Gate 6 at the Gaylord Family-Oklahoma Memorial
   Stadium. You may contact Deanna Phillips or Renata Hays at 325-7008 or
   oulicensing@ou.edu.

7. Licensed Manufacturer (licensee)
   A licensed manufacturer is a company that is authorized by the University to produce
   items using the University’s official trademarks. Please visit
   http://soonersports.com/licensing to view the Licensee List.

8. Licensed Products
   Licensed products include apparel and any other item exhibiting University trademarks.
9. **Royalties**
   Items produced by University groups and departments (including sororities and fraternities) and whose proceeds are deposited into an OU account are royalty-exempt. Otherwise, royalties must be paid.

B. **Trademark Approval Guidelines/Procedures**

1. **University Departments**
   University departments may request the use of OU trademarks by completing the Internal University Licensing Form at [http://soonersports.com/licensing](http://soonersports.com/licensing). All artwork needs to be emailed to oulicensing@ou.edu for approval before being manufactured by a licensee.

2. **University of Oklahoma Student Association (UOSA) Administrative Organizations**
   The following organizations are considered “administrative” because of their paid officer positions:
   - Campus Activities Council
   - Graduate Student Senate
   - Housing Center Student Association
   - Interfraternity Council
   - Multicultural Greek Council
   - National Panhellenic
   - Panhellenic
   - Student Bar Association
   - UOSA Executive Branch
   - UOSA General Counsel

   ➢ To request the use of University trademarks, go to [http://soonersports.com/licensing](http://soonersports.com/licensing) and complete the Student Organization Trademark Licensing Questionnaire. Please follow the RSO Licensing Process (See Section C).

   ➢ All items must be manufactured by a licensee.

   ➢ Officers of administrative organizations are authorized to print the official University business card.

3. **Presidential Programs**

   ➢ Presidential Programs are the only organizations/programs that are permitted to use the University Seal on items approved by the OU Trademark Licensing Office. The following are defined as Presidential Programs:
     - Crimson Club
     - President’s Community Scholars
     - President’s Leadership Class

   ➢ All 3 Presidential Programs must follow the RSO licensing process (See Section C).
4. **Registered Sports Clubs**

Registered Sports Clubs must complete two registration processes:

1) Through OU Student Life
2) Through OU Recreational Services (Huston Huffman Center, 405-325-3053 or http://recservices.ou.edu).

- A list of organizations defined as “sports clubs” at The University of Oklahoma is available at http://recservices.ou.edu/content/blogsection/11/88/ under The University of Oklahoma Sport Club Council Membership Guide.

- Registered sports clubs, with the approval from the Vice President of Student Affairs Office and the Trademark Licensing Office, are authorized to use University trademarks as part of their organization’s name and on licensed material. To request the use of University trademarks, go to http://soonersports.com/licensing and complete the Student Organization Trademark Licensing Questionnaire. Please follow the RSO Licensing Process (See Section C).

- All items must be manufactured by a licensee.

5. **Academically-Affiliated RSO**

- An Academically-affiliated RSO may be able to use licensed trademarks other than “Sooner”, “Sooners” or “Oklahoma” in their group name or on licensed material only if approved by the dean of the affiliated academic college.

- Use the attached Academic Dean’s Acknowledgement of Registered Student Organization’s Affiliation with Academic College, Academic School or Academic Department form. Please follow the RSO Licensing Process (See section C).

6. **Registered Student Organizations**

A registered student organization (RSO) wishing to somehow identify (by name or on merchandise) with the University, may consider the following options:

- A registered Student Organization at The University of Oklahoma.
- Students for XYZ.
- Oklahoma Students for XYZ.
- Request use of “Sooners”, “Sooner” or “Oklahoma” as part of an organization name.*

* Use of “Sooner”, “Sooners” or “Oklahoma” in an organization’s name or on items requires that a group apply for a nonexclusive, nontransferable license to use these licensed trademarks. It will be granted to any student organization that meets all of the
requirements imposed by Student Affairs, the Student Code and Student Life, all OU policies on Licensing and Trademark use, and the OU Alcohol Policy. Any violation of the rules by the organization may result in a revocation of the license. “Sooner”, “Sooners”, or “Oklahoma” are the only licensed OU trademarks for which registered student organizations that are not UOSA administrative organizations may request use.

- Use the attached Student Organization Licensing Agreement form to apply for a nonexclusive, nontransferable license.

- It may be possible for a RSO to design a general OU merchandise item that uses a licensed trademark for fundraising purposes as long as it is not part of the group’s name or does not imply affiliation with the University of Oklahoma. If approved by the Trademark Licensing Office, the group may be subject to a licensing fee.

- All registered Student Organizations must follow the Licensing Process (See Section C).

C. How to Register to use Official OU Trademarks (RSO Licensing Process)

1. Registering the Name of your Student Organization

- If a registered student organization (RSO) wishes to use “Sooner”, “Sooners” or “Oklahoma” in their organization name please follow the proper procedures (this generally occurs during the annual student organization registration process at the beginning of each semester).
  - Read and follow the OU Licensing and Trademark Policy
  - Read and complete the Student Organization Licensing Agreement Form.
  - Take completed form to Student Affairs for approval. Student Affairs will then submit to Student Life. This agreement will be kept in the RSO’s file. This agreement must e completed and approved by Student Affairs prior to UOSA approving the registration application.

2. Getting Approval to use OU Licensed Trademarks on Products

- Complete the Student Organization Trademark Licensing Questionnaire.
- This form can be picked up in the Student Affairs or Student Life offices, downloaded from the Student Affairs website or from http://soonersports.com/licensing.
- Check level of authorization on previous page and complete any additional forms for authorization.
- Submit forms with artwork to Student Affairs for verification/approval of trademark authorization level (see HSC Student Affairs if based on the HSC campus).
-OR-

HSC Campus  HSC Student Affairs
David L. Boren Student Union, Rm. 166

- Once completed, the forms must be submitted to the Trademark Licensing Office located at Gate 6 at the Gaylord Family-Oklahoma Memorial Stadium. You may contact the office at 325-7008 or oulicensing@ou.edu.

- All items must be manufactured by a licensee.
Manufacturers must be a licensee of the University of Oklahoma. Some products may be subject to rights fees or royalties depending on how they are being used (internal consumption vs. external consumption).

Designs that depict the University of Oklahoma in a derogatory manner will not be approved. The use of or reference to other personalities/institutions/etc. require written consent from that person/institution/etc.

University of Oklahoma Trademark Licensing Approval Form

Registered Student Organization

Contact Name

Address

Phone Fax E-Mail

Prior to selling or ordering any merchandise, Registered Student Organizations must complete and submit this form and a copy of the artwork to (may take 2 weeks for processing):

NORMAN CAMPUS – Carmen Bao, Student Life
Oklahoma Memorial Union, Room 370 / 325-3163 / Fax: 325-7493

HSC CAMPUS - HSC Student Affairs
David L. Boren Student Union, Room 300 / 271-2416 / Fax: 271-8817

ADVISER APPROVAL

☐ I have reviewed and approved the attached request for consideration.

Name ____________________________________ Phone _______________ E-Mail ______________________________________

Signature ___________________________________________ Date ____________________

OU STUDENT AFFAIRS APPROVAL

☐ I have reviewed and approved this request for consideration by OU Trademark Licensing.

☐ I have reviewed and DENIED the attached request.

Comments ________________________________________

The above named group is a(n):

☐ UOSA Administrative Organization at the University of Oklahoma
☐ Academic Affiliated Registered Student Organization at the University of Oklahoma
☐ Registered Sports Club at the University of Oklahoma
☐ Registered Student Organization at the University of Oklahoma

Name ____________________________________ Phone _______________ E-Mail ______________________________________

Signature ___________________________________________ Date ____________________

PRODUCT INFORMATION

Quantity ______________________________ Cost/Unit $ __________________

Distribution Channels____________________________________________________

Manufacturer ___________________________ Contact Name ______________________

Address _________________________________________________________________

Phone ______________________________ Fax ______________________________ E-Mail ______________________________

Is the product for internal consumption only (not to be resold)? ☐ Yes ☐ No

If the product is to be resold, what is the selling price?

If the product is to be resold, all (100%) of the proceeds will go to:

OU TRADEMARK LICENSING APPROVAL

☐ Product Approved ☐ Product Denied Order to be Royalty Exempt ☐ YES ☐ NO

Comments ________________________________________________________________

Signature of OU Trademark Licensing Official ______________ Date ______________