

Registration Process

Learfield Licensing Partners, LLC

Learfield Licensing Partners, LLC is the licensing representative for the University and is responsible for administering ASU's licensing program, including processing applications, collecting royalties, enforcing trademarks and pursuing new market opportunities for the University.

The Trademarks and Licensing Program is administered under the Division of Finance and Administration's Licensing Unit. One of the most important functions of the Unit is to protect and promote the indicia (marks, names and logos) of Alcorn State University. The Director of Trademark and Licensing and the Vice President for Communication and Marketing work closely and in partnership with Learfield Licensing Partners, LLC to monitor commercial and internal use of ASU indicia.

Individuals, groups and organizations, both on and off campus, seeking to use any version of ASU indicia must have prior approval and the item must be purchased from an official Learfield licensee. In addition, all vendors and groups must have their artwork approved prior to production.

This also includes sale to University departments, campus organizations and recognized student organizations. Promotions and advertising are included as well. All vendors who manufacture items imprinted with Alcorn State University trademarks (to the public or to ASU retail outlets) must be licensed. www.Learfieldlicensing.com.

Before an individual or business may use Alcorn State University's marks, formal approval must be granted through a license agreement with Learfield Licensing Partners, LLC. A step-by-step guide for this purpose is located on the website at <http://learfieldlicensing.com/licensing/>

A license must be obtained for use of any ASU trademark, image or photograph used on any product sold to the general public or to campus departments and organizations.

Once you complete the licensing process you will receive a username and password that will provide access to the system. Log on to Trademarx at college.trademarxonline.com. Trademarx Licensing Software is an all-inclusive web-based licensing management tool that provides all users the ability to easily submit, review and approve design submissions.

Guidelines for Campus, Departments, Groups, Individuals or Student Organizations

- ***Items for Resale:*** Alcorn State University-marked items that are purchased by any department, group, organization, or individual for resale to a general audience will be subject to a royalty payment.
- ***Items for Use by Group Members Only:*** Alcorn State University-marked items that are purchased or produced by any department, campus organization or student group for use by its own members will not be subject to a royalty payment.
- ***Giveaway Items:*** Alcorn State University-marked items that are purchased or produced by any department, group, or individual for giveaway purposes will not be subject to a royalty payment.
- ***Class Projects:*** Items produced as part of a class project will not require a license or payment of royalties.
- ***NOTE:*** Requests should be made through Communication and Marketing. Approval is granted based upon each situation and the University's name and/or marks may not be used in any way that could state or imply an endorsement. All items purchased must come from a licensed supplier.

Payment Process

If you are using University funds to purchase merchandise, utilize the established University procurement process to obtain a purchase order. If you are using a grant account to purchase merchandise, obtain approval from the Office of Grants and Contracts prior to submitting the request.

Approval to use ASU's trademarks for any project does not constitute approval to use the trademark again, or in connection with any other item, or to change the design in any way. Merchandise produced without authorization may be considered counterfeit and subject to all available legal actions.

Student and Campus Use

Prior to production and sale on campus of any merchandise that includes ASU's marks, names, or logos, written approval must be obtained. Use of a University mark with an organizations' name implies association with the University. Therefore, only those student organizations that are

officially recognized by the Student Government Association (SGA) and official campus departments are allowed to use ASU's trademarks in conjunction with their organization's name. Student groups may not sell on game days as the University Bookstore Contract governs licensed merchandise sales made on game days.

Any product bearing ASU's trademarks or a specific departmental logo must be purchased from licensed manufacturers. Using an officially licensed company to manufacture a product ensures that the company has provided the correct product liability insurance and other documents. The University has many nationwide licensees and numerous in-state and locally licensed companies. The list can be downloaded from the Division of Finance and Administration's Trademark and Licensing webpage;

**[http://www.alcorn.edu/data/files/gallery/ContentGallery/
Alcorn_State_University_Licensees_by_Category1.pdf](http://www.alcorn.edu/data/files/gallery/ContentGallery/Alcorn_State_University_Licensees_by_Category1.pdf)**

University departments and official student organizations may create or purchase items for internal use bearing the names, trademarks and logos of Alcorn State University. Registered student organizations, student sport teams, residence hall organizations and University departments may use Alcorn State University's names, marks or logos. Such use must reflect positively on the University and be produced by a licensed vendor of Alcorn State University.

Restrictions

- ASU reserves the right to prohibit use of its trademarks with certain issues, products and merchandise when used in conjunction with or making reference to:
- Drugs or drug paraphernalia;
- Alcohol, alcohol consumption and/or abuse;
- Tobacco products and usage;
- Sexual conduct, imagery, or inferences;
- Profanity or inappropriate insensitive language;
- Gambling;
- Firearms and weapons;
- Political and religious endorsement, and
- Any other merchandise or use of the ASU's logos and trademarks judged by the University's Trademark and Licensing Program to be inappropriate, unacceptable or inconsistent with standard licensing practices of the University.

Internal Approval Process

- Contact the vendor you wish to use and create a proof of the artwork/product to be

approved. All items with an Alcorn State University trademark (name, logo, etc.) must be manufactured by an Alcorn State University licensed vendor. The list can be downloaded from the Division of Finance and Administration's Trademark and Licensing webpage;

**[http://www.alcorn.edu/data/files/gallery/ContentGallery/
Alcorn State University Licensees by Category1.pdf](http://www.alcorn.edu/data/files/gallery/ContentGallery/Alcorn%20State%20University%20Licensees%20by%20Category1.pdf)**

- Once you select a licensed vendor, the vendor and the Alcorn State University design approver will utilize the licensing management tools to submit, review, approve or disapprove the design. Each request is reviewed on a case-by-case basis to ensure compliance with ASU policies and
- If the artwork/product proof is approved by the ASU design approver, the vendor will complete the process. If your artwork/product proof is not approved, but will be with corrective changes, you will receive a communication clarifying the changes needed for approval. Should this occur, you have the option to redesign the artwork/product proof and start the approval process over.

In summary

The Trademark and Licensing program exists to:

- Ensure proper use and application of the trademarks associated with ASU;
- Initiate the development of new trademarks and/or eliminate old ones as it deems necessary or desirable;
- Strengthen the trademarks through relationships with retailers, licensees, campus departments, student organizations, alumni and fans;
- Enhance ASU's marketing and brand recognition efforts by allowing licensed companies to use its trademarks on merchandise;
- Generate revenue; and
- Authorize the use of the marks on high quality and tasteful merchandise.