Use of Name and Trademark

A trademark is a word, phrase, symbol or design (or a combination of them) that identifies and distinguishes the source of the goods or services of one party from those of others. The University has registered with the U.S. Patent and Trademark Office trademarks for a variety of the names (and nicknames) of the University as well as its logos, brands, seal, emblem and insignia. Students may not use their University status or the University’s name, trademarks, seal, emblem, insignia, trademarks or facilities in any print, video or electronic announcement, advertising or promotional material, publication, correspondence or commercial, which could in any fashion be construed as implying University endorsement of any product, project, service or activity. Exceptions to the general prohibition may be granted for students at the discretion of the Vice President for Student Life in consultation with the Vice President for University Communication and Marketing and the University’s Vice President and General Counsel.