



Questions? Contact the Vice President for Communications at 585-275-4124 or the University Office of Counsel at 585-273-2167.

## University of Rochester

### Policy on Ownership and Use of Name and Trademarks

The University of Rochester ("University") is internationally known for excellence in teaching, learning, research, medicine, athletics, the arts and similar activities. The widely recognized University name and its associated seals, marks and symbols, as well as the names, marks and symbols of its divisions and affiliates (together referred to as "Name and Marks") represent the high caliber of the University's faculty and students and convey the quality and breadth of the University's accomplishments. The University Name and Marks are among its most valuable assets. Faculty, students and staff share in the benefits associated with the University's Name and Marks, and therefore also share responsibilities concerning their use.

Among the University Name and Marks are several marks registered (or pending registration) by the University with the United States Patent and Trademark Office. These include, but are not limited to:

- UNIVERSITY OF ROCHESTER
- UNIVERSITY OF ROCHESTER MEDICAL CENTER
- EASTMAN
- EASTMAN DENTAL
- EASTMAN INSTITUTE OF ORAL HEALTH
- MELIORA (AND LOGO)
- STRONG
- STRONG HEALTH

Additional registrations of these and other marks have been made in New York State and foreign countries.

#### NAMES, MARKS and ENDORSEMENT POLICY

The University of Rochester Name and Marks may be used only with permission of the University. Permission is implied when the use is an Appropriate Use, as defined below. Appropriate Use and other expressly permitted uses are called "Authorized Use." Any use that is not an Authorized Use is prohibited.

Use of the University Name and Marks in a manner that implies the University's endorsement of programs, products or services of any entity or person not directly associated with the University is expressly prohibited without the University's written permission as described below.

Only such use of University Name and Marks, or any element of the University's graphic identity, that follow the Graphic Design Guidelines concerning their proper display will be Authorized Use. The guidelines are available at <http://www.rochester.edu/creativeservices/graphicstandards/logo.html>. Questions should be addressed to the Office of the Vice President for Communications.

Items offered for sale to the public bearing the University Name and Marks must be licensed to be considered an Authorized Use.

**Appropriate Use** — An appropriate use of University Names and Marks is one that is in connection with University-sponsored or sanctioned activities or materials, *i.e.*, in connection with teaching, research, patient care and related activities that are approved by the relevant schools, departments, centers and programs under established procedures. An Appropriate Use must meet the following criteria:

- (1) **Accuracy** — The activity must be one in which the University has an institutional role. Use of the University Name and Marks in association with an event, program, project, publication or product in which only individual or groups of faculty, students, alumni or staff are involved is not a sufficient basis for indicating University sponsorship or endorsement.
- (2) **Quality Standards** — University Name and Marks may be used only in connection with activities that meet high standards, are consistent with the University's educational, research and related purposes and comply with the Graphic Design Guidelines.
- (3) **Indications of Affiliation** -- when a faculty or staff member is involved in activities *not directly associated with University of Rochester* (e.g., independent consulting, other business activities, publications, etc.), use of the University's Name and Marks is an Appropriate Use only when limited to identification of the individual by his or her affiliation (e.g., Jane Smith, Professor of History, University of Rochester, printed on a book jacket, letter to the editor, blog post, etc.) and where the use, viewed as a whole, does not imply University endorsement of the activity.
- (4) **Prohibited Uses** — The following uses of the University Name and Marks are not Appropriate Use and are expressly prohibited:
  - Use of the University Name and Marks in connection with alcohol, tobacco, pornography and gambling;
  - Use in connection with partisan political activities.
  - Use (including by individuals) in association with any commercial activity or outside venture without written permission as described in this policy.

**Approval for Use** — The President has delegated to the Vice President for Communications the authority to approve uses of the University Name and Marks (including for endorsements) that do not meet the definition of Appropriate Use. The Vice President for Communications will consult with the Office of Counsel in deciding whether a use is an Appropriate Use and, if not, whether to approve the use. The Vice President for Communications may also consult other administrative and academic leaders when making decisions under this delegation of authority. The Director of Public Relations and Communications for the Medical Center will be consulted in any decision that primarily concerns the Medical Center or its affiliates.

The following are examples of uses that do not clearly meet the definition of Appropriate Use and that require the approval of the Vice President for Communications:

- Use of the University of Rochester name on any product that will be sold commercially, such as University of Rochester sweatshirts
- Use of the University of Rochester name in the title of a book, such as "The University of Rochester Guide to Graduate Schools."
- Use of the University of Rochester name in the title of a test that will be sold commercially, such as "The University of Rochester Personality Test "
- Use of the University of Rochester name in a course that will be marketed or otherwise used outside the University, either by a University official or by a third party, such as "The University of Rochester Seminar on Successful Startups"
- Use of the University of Rochester name as part of the name of any outside business or other activity, such as "University of Rochester Worldwide Medical Research Group, Inc."

**Endorsements** – Generally, an endorsement will be any use of the University Name and Marks that expresses or implies the University's approval of a third party's program, activity, or product. Examples include product testimonials and the use of the University name or logo on an advertisement or brochure. The Vice President for Communications must approve any use of the University Name and Marks that may be perceived as an endorsement and will only approve such use when, in his sole judgment, such use is in the best interests of the University. The Vice President for Communications may approve including the

University name on a vendor's client list but generally will not approve any qualitative or comparative language about a third party or its programs or products.

**Appropriate Use Guidelines for Students and Alumni** — Student and alumni groups that have official University recognition may use the University Name and Marks in association with their University-sanctioned activities with the relevant Dean's approval. Recognized student groups producing merchandise for sale that incorporates University of Rochester's name or marks must comply with licensing and other procedures of the Office of Communications. Students may use the name of a school, department or other University of Rochester program outside the University (other than on a resume) only with approval of the appropriate academic officer (dean, department chair, center director, etc.) and the Vice President for Communications.

**Registration of Internet Domain Names** — No person or group may register a domain name that incorporates the word "Rochester.edu" or "Meliora" except as approved by the Vice President for Communications. Domain name registrations incorporating the word "Rochester.edu" and "Meliora" are the property of the University and must be registered as such.

**Registration of Trademarks** — Trademarks registered in connection with any programs, products or services of the University, its schools, departments, centers, alumni or related activities, are owned by the University. In keeping with its institutional responsibility for trademark protection, the Office of Communications must approve trademark registration, working with the Office of Counsel. Anyone seeking to register trademarks in association with University activities must do so by contacting the Office of Communications or the Office of Counsel.

#### **Licensing the University Name and Marks for Apparel and other Products**

Any use of the University Name and Marks on apparel, memorabilia, or other products must be under a written license (normally obtained through the University's licensing firm) approved by the Vice President for Communications or a delegate. All proposed uses on merchandise are subject to review and may be revised or rejected. The Vice President for Communications should consult with the Office of Counsel concerning all license agreements that do not go through the licensing firm.

#### **Questions**

Any questions about the interpretation of this Policy should be addressed to the Vice President for Communications (585-275-4124) or the Office of Counsel (585-273-2167).

#### **Adopted by President Seligman**

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**October 31, 2013**