I. PURPOSE & INTENT

In order to protect and promote the value of its name, brand interests and trademarks, the University of South Florida System (USF System) President or designee may grant revocable licenses to third party entities for the limited use of the USF System name, trademarks, trade names, designs, logos, seals and symbols (“name and symbols”) for approved commercial, promotional and product purposes.

II. STATEMENT OF POLICY

A. Prohibited Uses

The USF System does not permit the use of the USF System name and symbols in commercial or other advertising or promotional materials where such use is:

1. Inconsistent with USF System’s mission.
2. Connected to any unlawful, obscene or disruptive purpose.
3. Not approved pursuant to this policy.
4. Inconsistent with the standards set forth on the USF Brand website (usf.edu/brand).
III. PROCESS STEPS

A. Approval of Uses for USF System Name and Symbols

1. Commercial Use and CLC Licenses

Any commercial use of the USF System name or symbols by any person, group or other entity must be approved, in advance, by the USF System Chief Marketing Officer (CMO) or his/her designee. In determining whether to approve or deny the requested commercial use, the following factors shall be considered:

a. The relationship of the use to USF System’s mission and established strategic plan and goals.

b. Articulation of the relationship between the USF System and proposed user.

c. Nature of the proposed use.

d. Duration and the USF System’s right to terminate the proposed use.

e. Revenue generation and compensation potential of the proposed use.

f. Geographic scope (e.g. Hillsborough County) of the proposed use.

g. Assessment of liability issues and USF System responsibilities.

h. Qualifications and performance record of the requestor.

Any proposal for the commercial use of the USF System name or symbols shall set forth a brief explanation of the requested use including an explanation of each of these eight (8) factors for consideration by the CMO.

For purposes of this policy, “commercial uses” are uses where the USF System’s name or symbols are associated with or used to identify, promote, or advertise goods or services
Persons or vendors interested in acquiring a commercial product or merchandise license (e.g. apparel or promotional) to use any official USF System name or symbol must apply through the Collegiate Licensing Company (CLC). Procedures for completing an application for a license can be found at the CLC website under “Licensing Info” at http://www.clc.com.

Prior approval of the use of USF System Name or Symbols is also required in the following specific areas:

- **CLC Related Names and Symbols:** Any use of USF System’s names or symbols related to the athletic programs by any entity other than the USF System that has not been approved through CLC must be approved in advance by the Director of Intercollegiate Athletics, pending final approval from the CMO. Applicants shall state, in a written letter of application, with particularity the names or symbols and describe their proposed use in detail. If the symbols are to be placed on a product, a copy, example or detailed description of the product should accompany the application. If the requested use is approved, a letter outlining the terms and conditions of the license will be forwarded to the requestor for execution.

- **Business Units:** Distinct USF System business units may approve the use of the specific name or symbol if such use is in the context of a larger business relationship, pending final approval from the CMO. The business relationship should be evidenced by a written agreement approved by the Office of the General Counsel.

- **Sponsorships:** “Sponsors” shall mean third party persons or entities outside the USF System’s community that wish to state publicly a sponsorship
relationship with the USF System. All sponsorships shall be approved, in advance, by the CMO. In addition, Athletics related sponsorship shall also be approved by the Director of Athletics or designee; and sponsorships for support of USF System programs, events and fundraising priorities shall also be approved by the Vice President for Advancement. Such agreements may permit the sponsor to state it is a sponsor of the USF System. Internal departments can sponsor USF System events without approval (for example, a College of the USF System can sponsor USF Homecoming without approval).

2. **Non-Commercial Use**

   i. **Internal Use:** Organizational units of the USF System, registered student organizations and official USF System faculty and staff groups may use USF System name and symbols for official USF System business purposes within the USF System or for non-commercial purposes at USF System sponsored events.

   j. **External Use:** Any other non-commercial use of USF System name or symbols by persons or entities not affiliated with the USF System must be approved in writing and in advance by the appropriate parties designated in Section III.A.1.

   Any questions or disputes regarding the non-commercial use of the USF System name or symbols shall be resolved by the CMO.

*Current Responsible Office: Communications and Marketing*

*Refer to the appropriate Responsible Office website for a current name of the Vice President or other Responsible Officer.*