NOTE: THIS POLICY, LIKE ALL OTHER COASTAL CAROLINA UNIVERSITY POLICIES, IS NOT A CONTRACT OF EMPLOYMENT AND SHOULD NOT BE RELIED UPON AS SUCH. THIS POLICY MAY BE CHANGED AT ANY TIME BY COASTAL CAROLINA UNIVERSITY.

SUMMARY:

Coastal Carolina University recognizes the merits of a collegiate trademark licensing program. In particular, the licensing program serves several functions: (1) to protect the university’s reputation and image by permitting only appropriate uses and assuring only quality products bear university marks or symbols; (2) to promote the positive image and identification of the university; and (3) to generate funds to support student services, athletics, or other programs. For these reasons, the University has established a collegiate licensing program.

POLICY:

I. POLICY

A. Design Standards and Use Guidelines

The University name, logo, athletic logo and seal as well as other official marks are registered and fully protected identifiers, and their use is carefully controlled to assure quality representation of the University. The Office of University Communication keeps an updated list of registered marks and collaborates with the University’s licensing agent to maintain quality use.

B. Trademark Licensing/Royalties

Licensing is an agreement wherein the owner of a trademark gives another party, in most cases the manufacturer of the goods, the right to use that mark in exchange for payment of a royalty. Coastal Carolina University's royalty rate for general licensed goods is 10 percent. This money is collected and audited via an agreement with a contracted licensing agent.
C. Use of Licensing Revenue

Coastal Carolina University shall use the revenue generated from collegiate licensing for programs or activities with direct benefits to students and to further promote the University.

D. Exemptions

Trademarked items produced solely for the internal use of University departments or divisions or an officially recognized student group are not subject to royalty collection. However, vendors supplying an internal use shall be licensed unless provided a waiver by the Office of University Communication.

E Unauthorized Use of Trademarks

Unauthorized commercial use of the marks of Coastal Carolina University is unlawful trademark infringement. Coastal Carolina University’s licensing program is coordinated via a contract with Licensing Resource Group (LRG), which manages trademark enforcement, collects royalties and assists on expansion of licensed goods. Accordingly, vendors who wish to use the University name and/or logo(s) for profit must be licensed by the University and meet the procedural standards set forth by the University and LRG. Any production or sale of unauthorized products or services is unlawful and is subject to liability for damages, injunctive relief, legal fee and other penalties, civil and criminal. Infringing merchandise is subject to seizure.

All other users of the University’s name and/or logo(s), whether by a University-affiliated group or by an off-campus organization and regardless of the purpose, must secure permission from the Office of University Communication prior to such use.

F. Locating Licensed Products

The Office of University Communication maintains a list of manufacturers licensed by the University to produce Coastal Carolina University merchandise. Organizations or retail establishments that need help locating licensed manufacturers of particular products should contact the Office of University Communication.