

COLLEGE of CHARLESTON

OFFICIAL POLICY

3.6.1

Licensing of Merchandise for Sale

04/04/16

Policy Statement

All vendors who use the College's trademarks on merchandise must be licensed. Vendors who have access to electronic files of the institution's trademarks are required to obtain approval through the licensing program on all designs and products that are produced bearing College trademarks.

Use of the College of Charleston logo treatment (logo and wordmark), graphic marks and names on merchandise produced for resale by any vendor (including but not limited to gifts, apparel, supplies, etc.) requires that the vendor license the appropriate mark and/or name from Learfield Licensing Partners. Under no circumstances should the College's logo treatment or symbols be provided to an external vendor who has not followed the licensing procedure.

All purchases made exclusively for internal consumption (i.e., products purchased for the exclusive use of a College department or student group, and that are not resold for a profit) are exempt from royalty obligations.

The College may pursue legal remedies for unauthorized use of its trademarked and licensed identifiers. If there is any doubt about the proper procedure, please email your question to the Division of Marketing and Communications at marketing@cofc.edu.

Vendors who need information on how to license the College's logo treatment, graphic symbols and identifiers may log on to Learfield Licensing Partners website, <http://learfieldlicensing.com/>.

Policy Manager and Responsible Department or Office

Executive Director, Division of Marketing and Communications

Policy

In order to protect the College of Charleston from unauthorized or improper use of the College's logo treatment, seals, symbols, athletics marks and other proprietary identifiers, the College has trademarked these identifiers and licenses them exclusively through its licensing partner, Learfield Licensing Partners.

Departments/Offices Affected by the Policy

All departments/offices.

Procedures Related to the Policy

Use of the College of Charleston logo treatment, graphic marks and names on merchandise produced for resale by any vendor (including but not limited to gifts, apparel, supplies, etc.) requires that the vendor license the appropriate mark and/or name from The Collegiate Licensing Company. Vendors who need information on how to license the College's logo treatment, graphic symbols and identifiers may log on to Learfield Licensing Partners website, <http://learfieldlicensing.com/>.

All purchases made exclusively for internal consumption (i.e., products purchased for the exclusive use of a College department or student group, and that are not resold for a profit) are exempt from royalty obligations.

If there is any doubt about the proper procedure, please email your question to the Division of Marketing and Communications at marketing@cofc.edu.

Related Policies, Documents or Forms

College of Charleston Brand Manual and Visual Identity and Style Guide

Issue Date: July 1, 2009 Date of Policy Revision: April 1, 2016	Next Review Date: April 1, 2021
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POLICY APPROVAL
(For use by the Office of the Board of Trustees or the Office of the President)

Policy Number:

President or
Chairman, Board of Trustees John J. Mitchell, Pres. Date: 4-1-16