

UNIVERSITY
OF MIAMI



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Owner Humberto Speziani: Assoc. VP, Business Services
Area Business Services
Applicability University of Miami

Use of University of Miami Marks or Name

I. PURPOSE:

To provide guidelines for University and non-University organizations or individuals on the use of the University of Miami marks or name.

II. SCOPE:

III. POLICY:

The University of Miami owns several marks, including the "University of Miami" name, the Ibis caricature, and the split-U logo. The University has taken the additional steps of federally registering these marks with the United States Patent and Trademark Office. The use of these marks requires written approval prior to use. Any person or organization desiring to use the marks of the "University of Miami" for any reason, including advertisements, articles, sponsorships, books, electronic media, or in any other medium that is not an approved

University program, must obtain approval in the following manner:

- I. The use of the name must be approved by the Assistant Vice President for Financial Operations or his/her designee, and
- II. Must be approved by the Executive Director of Auxiliary Services or his/her designee if the proposed use is for the sale of merchandise, retail use, or business use.

IV. DEFINITIONS:

V. PROCEDURE:

- I. Any request to use the marks of "University of Miami" not related to any business decision, whether by contract or orally presented, shall be submitted to the Assistant Vice President for Financial Operations or his/her designee for his/her written approval.
- II. For any business or retail use of the marks "University of Miami", the request shall be submitted to the Executive Director of Auxiliary Services or his/her designee for written approval.
- III. Once written approval is received, the name can be used within the guidelines provided, and it will be the responsibility of the University sponsor of the request to monitor such use.
- IV. Any person authorized to use a registered mark of the University must place adjacent to every use of the name the symbol ® for the purpose of giving notice that the mark is federally registered.

Examples of uses of trademarks and University name are: logos on shirts, name or marks used in print advertisement or on the Web, endorsement of products in conjunction with contracts between UM and partner, promotions, etc.

Approval Signatures

Step Description	Approver	Date
	Stephanie Linares: Manager, Compliance	01/2019
	Yanay Tabraue: Executive Assistant	01/2019