BSF-050   USE OF THE UNIVERSITY OF MIAMI MARKS AND/OR NAME

PURPOSE

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

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.

PROCEDURE

III. 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.

IV. 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.
V. 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.

VI. 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.

VII. 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.

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