I. Purpose and Mission of the University of Georgia's Trademark Management and Licensing Office

A. Trademark Management and Licensing Office

In 1996, the University of Georgia (UGA) created its trademark management and licensing program to establish a foundation for promoting and protecting the use of its trademarks. Over the years, the traditions and spirit shared by the UGA family have increased the demand for association with products that feature the University's trademarks. The use of UGA's trademarks extends through all facets of the University. Therefore, it has been the practice that the UGA Division of External Affairs, Offices of Financial Services (UGAEa) and Public Affairs (UGAPA), in conjunction with the Office of Legal Affairs (OLA), the UGA Athletic Association (UGAA) and the UGA Division of Finance and Administration, maintain a university-side perspective. As such, this function is under the direction of the Office of the Senior Vice President for External Affairs. The University has contracted with the Collegiate Licensing Company (CLC), the nation’s leading collegiate licensing and marketing representative, to enhance the University’s efforts in this area.

The mission of the Trademark Management and Licensing program is three-fold:
- To ensure proper use and application of the trademarks that have become associated with the University of Georgia.
- To strengthen the trademarks through relationships with retailers, licensees, campus departments, student organizations, alumni, and fans.
- To generate revenue to enhance private funding for academic support.

B. What is a trademark?

A trademark (or mark) is any logo, symbol, nickname, letter(s), work, slogan, or derivative that can be associated with an organization, company, manufacturer, or institution and can be distinguished from those of other entities or competitors.

In addition to the marks listed above, any indicia adopted hereafter and used or approved for use by the University of Georgia shall be subject to the policies and procedures of the trademark licensing program. Additionally, the trademark licensing program shall also cover any derivations of UGA marks which would cause consumers to erroneously believe that the product originated from or was sponsored/authorized by the University.

C. Who Needs a License?

Licenses must be obtained for the use of any UGA trademark, image, or photograph used for any product sold to the general public or to campus departments and organizations. In addition, companies or organizations wanting to associate with the University through any use of its trademarks must obtain promotional licenses.

Outlines below are the policies and procedures for the use of the University of Georgia's marks related to the following areas:

- Traditional Retail Channels;
- Campus Departments (i.e., academic departments, athletics, student organizations, etc);
- Internal Affiliated Organizations (i.e., Foundation, Alumni Association); and
- External/Non-UGA (i.e. alumni clubs, booster clubs, commercial use)
II. External Uses

A. Traditional Retail Merchandise

Any company interested in manufacturing a product that will be sold to consumers through retail distribution channels (including Internet) must obtain a license through CLC. All companies must complete the application and the requirements for licensing as outlined by CLC. CLC will communicate all information to UGA. Based on the information provided, UGAA will determine whether a company will or will not be granted a license. The retail market for collegiate merchandise in general and UGA merchandise specifically has become over saturated in certain product categories. Therefore, licensing may not be granted to new companies in certain categories.

The basic requirements for licensing include completing the application, providing proof of product liability insurance (amount is based on the product category), signing a license agreement (and authorized manufacturer agreements if needed), signing the labor code agreement, paying the applicable advance, getting all designs and products approved, and reporting royalties on the sale of UGA merchandise.

EGA reserves the right to prohibit use of its trademarks with certain issues and products, such as candidates for public office, those products specifically disallowed per the Board of Regents policy and those products that infringe upon another entity's trademarks or would be considered in poor taste by the general public (Sec: §IV.D.). UGA will not license products that do not meet minimum standards of quality, good taste, are dangerous, or carry high liability risks.

B. Other Non-University Use

Use of UGA marks and/or indicia by organizations that are not affiliated with the University will be reviewed on a case-by-case basis. Below are the basic guidelines that will be followed.

1. UGA recognizes that there are many groups that support the University from academics to athletics (i.e. alumni and local organizations). However, any group wanting to use UGA trademarks on product for its membership or for resale must purchase the product from a current UGA licensee. By supporting UGA’s licensing initiatives, organizations can assist UGA by ensuring that product bearing UGA logos is of the highest quality and meets all insurance and contractual requirements. The licensee is responsible for getting the design approved by UGAEA or UGAA and remitting UGA’s royalty on the wholesale price of the product.

2. Businesses may not establish a permanent statue or mural that includes UGA trademarks or likeness without written permission from UGAEA or UGAA.

3. Businesses may use UGA trademarks in a non-permanent fixture (i.e. window painting, removable lettering marquees) supporting a UGA event.

4. Businesses or organizations may not use UGA trademarks in any type of advertisements on website, social networks or on banners, etc., without written permission UGAEA or UGAA. An approval form must be completed and sent for approval to UGAEA.

5. Individuals or organizations may not utilize UGA’s trademarks in conjunction with a candidate for political office or policy/legislative.

6. Individuals may not use UGA trademarks on a website or social network without approval from the UGAEA or UGAA.

7. Traditionally, UGA does not allow its trademarks to be used in conjunction with not-for-profit organizations not affiliated with the university.
8. Businesses may not produce merchandise for resale or giveaway that utilizes UGA's trademarks and its name and/or logo without written permission from UGAEA or UGAA.

9. Businesses may not use UGA's trademarks to promote its products or services in print advertising, radio or television without written approval from UGAEA or UGAA.

10. Licensees or retailers of UGA merchandise may print their name on the product. However, the logo or name may be only 1 1/2 inches by 1 1/2 inches in size. To maintain consistency, this coincides with NCAA rules regarding company branding on uniforms etc.

11. Rights fees and royalties for the use of UGA trademarks in all instances may be assessed.

III. Internal and Affiliated Uses

A. Licensing Policies and Procedures for Campus Departments and Student Organizations

It is not the intent of the University for the school/college/unit to incur additional costs to be compliant with the new policy. Current inventory may be used; however when the inventory is depleted, new materials should include a compliant mark. Please take a moment to review your current mark to determine if it adheres to the new policy. If not, please forward a copy of your mark to Ms. Mary Beth Crumley in the External Affairs Service Office at 706-542-4583 and she can assist with any questions.

With regard to the use of UGA marks by internal, administrative units of the University, flexibility in meeting certain requirements of this policy may be applied. This flexibility will require the review of the University’s Trademark Management Committee.

Use of a UGA mark with an organization name implies association with the University. Therefore, only official campus departments and those student organizations that are officially recognized by the UGA Division of Student Affairs are allowed to use UGA trademarks in conjunction with their organization's name.

Any product bearing UGA trademarks or a specific departmental logo must be purchased from licensed manufacturers. Using an officially licensed company to manufacture a product ensures that the company has provided the correct product liability insurance and signed UGA's labor code of conduct agreement. UGA has more than 500 licensees nationwide and numerous in-state and locally licensed companies. A list of licensees by product category can be obtained from UGAEA.

Campus departments and recognized student organizations may use the UGA name and trademarks on product designs and may include sponsor names/logos on event promotional items in conjunction with UGA marks under the following conditions:

1) The school/college/unit or campus organization must complete the logo approval form and submit it along with the design for approval to UGAEA, attention Mary Beth Crumley mcrumlev@uga.edu.

2) If the design includes an athletic mark, UGAEA will submit the design to UGAA for approval to use the mark. If the design is an original creation of the campus organization, UGAEA will submit the design to UGAPA for approval (see logo system design guidelines for logo development).

3) UGA only allows the University of Georgia Seal on graduation and commencement type items (i.e. diplomas, announcements, cap and gowns etc.) No other marks or logos will be considered on these type items.

4) UGAA does not permit the use of the "G" logo on any club sport if the UGAA sponsors that sport on the varsity level. Varsity Sports include football, baseball, women's softball, basketball,
gymnastics, equestrian, golf, women's soccer, swimming, diving, tennis, track, cross country; as well as, auxiliary units such as cheerleading and dance/pom teams.

5) All other campus organizations interested in using UGA marks, including the super “C” logo, may be permitted upon approval; however, the following guidelines must be followed:
   
a) The organization may not use any athletic marks on uniforms or any other merchandise if a sponsor is listed in any way; and
   
b) The may not use any athletic marks on merchandise, uniforms or any other products that are to be sold for profit.

6) Once the design has been approved, the school, college or campus organization must go through a CLC vendor to produce the merchandise. UGAEA can provide a list of licensed vendors/manufacturers.

7) If it is the intention of the campus department and/or recognized student organization to use the merchandise as promotional materials, give-aways, or for the sole use of people within their unit or organization, UGAEA will provide the group with a letter to the manufacturer allowing the merchandise to be produced “royalty free.”

8) If it is the intention of the campus department and/or recognized student organization to sell the merchandise as a money-making project, the merchandise will be subject to royalties and must comply with the policies established regarding the sale of merchandise.

9) The campus department and/or recognized student organization's name must be included to communicate the relationship is a partnership with a particular group and not an endorsement by UGA as a whole.

In determining exemptions from royalty payment, consideration is given to the mission of the licensing program and the many constituents it serves. Given these criteria UGA is not required to pay royalties to itself for purchases of services or products that are a necessity for faculty and staff to perform their job (i.e. equipment, services, uniforms, educational tools). However, UGA attempts to avoid unfair competition with other retailers and service providers and therefore, does not exempt itself from paying royalties to itself on the purchases of goods that are to be resold to members or to the general public, regardless of the purpose of the sale.

B. Affiliated Organizations

Affiliated Organizations are subject to the same duties and obligations in regard to use of UGA trademarks and logos as noted above in §. II.A. The Affiliated Organizations are currently:

1) The Arch Foundation

2) The University of Georgia Foundation

3) The Alumni Association

4) The Athletic Association

5) The University of Georgia Research Foundation

6) The University of Georgia Real Estate Foundation

IV. General Use and Regulation Requirements for UGA Marks and Logos
A. To maintain consistency, UGA does not allow any alterations of its marks and logos and must always be presented in their original form:

1) The marks and logos should never be obscured by interrupting lines, shapes, color or text.

2) The marks must never be tilted or appear upside down.

3) To maintain reproduction quality, the marks and logos requested must be provided to the user by UGAEA or downloaded from the UGAPA site once the user has been granted approval. [http://www.uga.edu/identity/logo.html]

B. The official seal of the University of Georgia is not interchangeable with other UGA logos nor can it be altered in any way. The seal carries additional guidelines for use that are included below:

1) The seal should be used only on formal and official institutional documents such as diplomas and proclamations.

2) No other marks or logos will be considered on these types of items:
   a) diplomas, caps and gowns, proclamations etc.
   b) The seal can only be produced in one color.

C. Registered University of Georgia and Athletic marks cannot be used by political campaigns.

D. The registered trademark symbol ® must always accompany a registered mark. The trademark symbol ™ must always accompany the marks that are in the process of being registered. A list of ® and ™ logos are available UGAEA.

E. The Board of Regents of the University System of Georgia guidelines for use of marks and logos must also be adhered to. These guidelines are as follows:

1) Marks and logos can not be used on any services, goods or items in a manner which may cause embarrassment or ridicule to UGA.

2) Marks and logos shall not be used in conjunction with:
   a) alcoholic beverages;
   b) drugs;
   c) religious content;
   d) sexually oriented goods;
   e) goods which make unfavorable reference to the race, sex, national origin, or disability of a person;
   f) toilet seats and the like; and
g) any item which does not meet minimum standards of quality and good taste as determined by UGA

V. UGA Identity Program Policies

A. All academic, administrative, and support units of UGA are required to use one of the approved letterhead styles on all stationery printed in black ink only or black plus PMS 200 red. Envelopes, notepads, business cards, mailing labels, and other stationery items must also conform to these logo guidelines.

B. The marks and logos can not be modified or altered in any way. Logos should always be reproduced from high-resolution files in order to maintain high quality. (please see attachment for all marks and logos)

C. Logos must be reproduced in official colors. However, when the basic ink color in a publication is to be something other than black, the logo may be reproduced in that color. This dispensation does not apply to stationery items.

D. No competing departmental, school, college, or other logos or symbols may appear on official UGA letterhead or stationery items.

E. The words “The University of Georgia” must appear on the front cover of all University publications, and one of the logos must appear on or within each publication, preferably on front or back or title page.

F. This logo system is recommended for all visual representations of the UGA—for signs, video productions, exhibit materials, vehicles, and the like, in addition to printed publications and Web sites.

G. Exceptions to these policies, guidelines, and standards must be approved in advance by the Vice President for Public Affairs (286 Oconee Street, Suite 200 North or tjackson@uga.edu).

H. These policies, standards, and guidelines are revised as deemed necessary.
APPENDIX B
UNIVERSITY OF GEORGIA is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

AUGUST 8, 2008

UNIVERSITY OF GEORGIA BULLDOGS

### PRIMARY ATHLETIC MARKS

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**For women's basketball only.**

### ADDITIONAL ATHLETIC MARKS

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### COLOR INFORMATION

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### INSTITUTIONAL MARKS

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**INSTITUTIONAL MARKS MAY BE WHITE INVERTED OUT OF CMYK FIELD OR BLACK.**

### ADDITIONAL PERTINENT INFORMATION

- University seal permitted on products for resale.
- Authorized use permitted.
- Displaying/reproducing graphics permitted with seal.
- University licenses consumables.
- University licenses health & beauty products.
- University licenses food & beverage products.
- Authorized use permitted.
- Matted JPEGs permitted.
- Cross licensing with other marks permitted.
- No references to alcohol, drugs, or sectarian related products may be used in conjunction with University marks.

**NOTE:** The marks of The University of Georgia are controlled under a licensing program administered by the Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by UNIVERSITY OF GEORGIA shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.