



### **Langston University Licensing & Trademark Information**

Langston University benefits from public recognition of the brand which includes the name, symbols, official logos, colors, likeness, and other identifying marks. The University has registered the names, logos, and trademarks of the University with the Patent and Trademark Office of the United States as well as the Oklahoma Secretary of State.

Products bearing those marks and distributed for resale or used for other promotional purposes are subject to the licensing policies of the University. The University has delegated the responsibility for administration of these policies to the Division of Operations and by extension the Office of Public Relations.

The University's rights to its marks are governed by federal, state, and common laws. These laws place an obligation on the University to avoid consumer confusion and require that the use of any marks be monitored to avoid losing exclusive control.

The Division of Operations is committed to ensuring (1) proper use of those trademarks, service marks, logos, and insignias that have come to be associated with Langston University; (2) generate income to support and enhance the scholastic missions of Langston University; and (3) protect the University's reputation, good name and image by permitting only appropriate uses and assuring that only quality products bear the institution's name, initials or marks.

### **Rules for the use of LU's trademarks**

Departments of the University ordering merchandise from outside vendors bearing a registered (or common law) trademark, trade name, service mark, or logo of Langston University must secure approval in writing from the Division of Operations, specifically the Office of Public Relations. For approval, please send all requests via email to [lupublicrelations@langston.edu](mailto:lupublicrelations@langston.edu).

The LU logos are licensed trademarks of the University. Those seeking to reproduce the logos on promotional items, including apparel, must do so through a vendor licensed through our partners at Collegiate Licensing Company. To learn more about requirements of the College Licensing process, please visit <https://www.clc.com/>. If you would like more information on the licensing process prior to starting the application, please contact [information@clc.com](mailto:information@clc.com).

### **Student Organizations**

Recognized and registered student organizations may use the marks in connection with their mission as a student organization at Langston University for their own internal consumption.

Items bearing the marks of the University that are to be used in fundraising projects will be assessed the appropriate royalty fees. Student groups that are not registered are not permitted to use the marks in connection with their mission as a student organization at Langston University for their own internal consumption.

The Division of Operations has established licensed agreements with a number of suppliers who provide a variety of products. Departments or student organizations seeking a supplier should first review this list to determine if the required items may be obtained from one of the current licensees. Only officially licensed vendors will be approved to produce merchandise bearing the Langston University marks. For a list of licensed vendors, please contact the Office of Public Relations by phone at (405) 466-6049 or via email at [lupublicrelations@langston.edu](mailto:lupublicrelations@langston.edu).

Merchandise produced without written authorization may be considered "counterfeit" and subject to all available legal remedies, including seizure of the merchandise, in accordance with the Trademark Anti-Counterfeiting Act, Title 21, Section 1990 of the Oklahoma Statutes.

The marks and name of Langston University (as well as variations and identifiers and expressions such as Langston Lions, LU Lions, Find the Lion In You, Calling All Lions, Your Future Roars, L's Up, LUMP, Hear the Roar, We Roar, etc.) will not be used in the promotion of alcohol, tobacco, illegal or "recreational" drug products, political campaigns or promotion of political causes, profanity, racist, sexist, hateful, demeaning language or sexual acts. Incorporation of trademarks or copyrights not owned by the University is not permitted, unless written permission for such use is obtained by the Division of Operations/Office of Public Relations from the mark or copyright owner.

The University marks are to be used only in the form registered, including the appropriate trademark designation, and may not be otherwise altered without the expressed authorization of the Division of Operations/Office of Public Relations.

The University marks may not be used to endorse or promote commercial ventures, private promotions, political campaigns, or promotion of political causes, or for organizations and programs not directly sponsored by the University. Special considerations for such use may be made by a formal request to the Division of Operations for approval by the Vice President or his/her designee.

Permission to use the University's marks to be incorporated into private websites must be granted by the Division of Operations. No objectionable links will be allowed to be placed in the website that contains the University's marks. A disclaimer must be inserted at the bottom of the opening page of any website containing the University's marks that there is no official affiliation or endorsement granted by Langston University.