

NUMBER: BUSA 3.06  
SECTION: Business Affairs  
SUBJECT: Trademark and Licensing  
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Policy for: All Campuses  
Procedure for: All Campuses  
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Issued by: Business Affairs

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## I. Policy

The use of any indicia of the University that has been registered by and through the Columbia campus, including designs, trademarks, service marks, logo graphics and symbols, which have come to be associated with the University must be approved and royalty payments established through the Office of Trademark and Licensing. The Associate Vice President for Business Affairs provides administration, enforcement and supervision of this area.

## II. Procedure

- A. Any use or partial use of any indicia must be approved by the Office of Trademark and Licensing.
- B. USC departments and student organizations are required to purchase emblematic merchandise from officially licensed vendors (licensees) of the University.
- C. Requests for approval for the use of indicia fall into two categories:

### 1. Royalties Required

All items offered for sale and bearing USC trademarks constitute a commercial use which requires the payment of royalties. This includes the following sales activities:

- (a) Sales to individual customers;
- (b) Sales for fund-raising projects (if the item includes the use of a commercial sponsor's name or logo on a licensed product, a higher royalty will be accessed);
- (c) Sales of items carrying a commercial message, sponsor or endorsement.

## 2. Royalty Exempt

Items provided only to an internal audience (members of an office, department or student recognized organization) that are used as a "uniform" or giveaway are generally exempt from payment of royalties provided that:

- (a) Items are bought with departmental or foundational funds;
- (b) If items are sold to the internal audience, they are sold at cost;
- (c) Items are banners and signs without endorsements, commercial messages or sponsors.

Items that are given away rather than sold may be exempt from payment of royalties. This determination will be made by the Office of Trademark and Licensing in the course of the approval process.

- D. Departments and recognized student organizations should go to <http://trademarks.sc.edu/artWaiver.asp> for information and submission of requests to use trademarks.

## III. Reason for Revision

Procedures utilized have been changed since the policy was last amended.