

**Title/Topic:** Use of LSU Name and Indicia  
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## **USE OF LSU NAME AND INDICIA**

### **PURPOSE**

To state the policy of Louisiana State University regarding the use of its name, registered marks, logos, other indicia, and the names of its employees.

### **DEFINITIONS**

Name. Louisiana State University

Registered Mark. Words and images representing the LSU which have been registered with the federal Office of Patents and Trademarks and/or the Louisiana Secretary of State.

Logos. Officially adopted words, images or combinations of words and images representing LSU.

Indicia. Various words, images, colors and combinations of words, images and colors that have come to be associated with the LSU in the minds of the public which may or may not have been made a registered mark but in which the University has a proprietary interest through prior use or identification. As used herein, the term "indicia" encompasses name, registered marks, logos, and other indicia.

### **GENERAL STATEMENT OF POLICY**

The Board of Supervisors of Louisiana State University is the owner of all rights, titles and interests in and to certain designations comprising designs, trade names, trademarks and service marks including, without limitation, the names "Louisiana State University," "LSU Tigers," the abbreviation "LSU," logotypes and seals incorporating one or more of the foregoing names and/or abbreviations, and certain logographics and/or symbols which have come to be associated with Louisiana State University.

In consideration of the valuable property rights inherent in the LSU name and indicia which are inseparable from the good name and reputation of LSU both domestically and internationally, this policy is established to govern the use of the LSU name and indicia.

### **University Publications**

Use of LSU indicia for letterhead or any other LSU publications shall be in accordance with PS-10, entitled "Internal and External Communications," and the "Louisiana State University Logo Guidelines," issued by the Office of Strategic Communications.

Questions regarding the use of the LSU indicia in official University publications should be directed to the Office of Strategic Communications.

### **Collegiate Licensing Program**

Use of LSU indicia on or in connection with items offered for sale, in association with the name, logo or other indicia of any non-LSU entity or otherwise for commercial purposes shall be subject to a licensing agreement between the external entity and LSU executed through the Office of the Vice President for Finance & Administration and CFO which may require the payment of a royalty. Licensable use includes products offered for sale as merchandise, offered promotionally as merchandise, represented in association with any non-LSU entity or otherwise in any printed, electronic or other medium.

Licensed items purchased for use by LSU departments are subject to a licensing agreement which does not require the payment of a royalty; however, such items offered for sale by LSU departments do require the payment of a royalty.

Student organizations recognized as such by the Dean of Students purchasing licensable items for sale only to members for their use are not required to pay a royalty fee but such items must be purchased from licensed vendors. A royalty fee must be paid on licensed items sold by student organizations as a fund-raising project.

Questions regarding any use of LSU indicia as described above should be directed to the Office Finance & Administration and CFO.

### **Office of Innovation & Technology Commercialization**

Agreements by which LSU technology is licensed require that the licensee may make no use whatsoever of LSU's name, or of the name of any LSU employee (including without limitation the name of any named inventor of any Licensed Patent or Licensed Know How), in any news releases, advertisements,

promotional materials, or otherwise, without the prior written consent of LSU for each such use as follows.

Approval may be granted for the use of LSU's name by the licensee if such use meets the following conditions:

1. Use is in a general context.
2. No direct or implied endorsement by LSU is created.
3. No apparent liability is created for LSU.
4. No conflict of interest or ethical issues appear present.
5. Perceived use has a positive or neutral impact on LSU's image.

Proposals for the use of LSU's name meeting the above criteria may be approved by the Assistant Vice President for Innovation & Technology Commercialization.

Proposals not meeting the above criteria or which are not modified by the licensee to meet the above criteria will be referred to the Vice President for Research & Economic Development and University legal counsel if necessary for a decision.

If the use of an LSU employee's name is proposed by a sponsor, both the approval of LSU and a written release from the employee is required.

Questions regarding the use of LSU's name or the name of an LSU employee through technology licensing agreements should be directed to the Office of Innovation & Technology Commercialization.

### **Sponsored Research**

A sponsor may not use the name of the University, nor of any LSU employee, in any publication, advertising, or news release without prior written approval of LSU; however, a sponsor may use research data and findings supplied by LSU for internal use and for appropriate submissions to governmental authorities without any prior written consent by LSU.

Questions should be directed to the Vice President for Research & Economic Development.

### **Consulting by Employees**

An LSU employee engaged in consulting or other outside employment may not use the name of LSU or his/her University affiliation, title, or address officially or in any other way in support of any position he/she may take. Biographical data, including a statement of employment by the Board of Supervisors of Louisiana State University, may be included as introductory material to any written reports, or orally in the case of expert witness statements, but may not be incorporated into the body of any written report submitted by the consultant.

Questions should be directed to the Vice President for Research & Economic Development.

### **Use by Associated Organizations**

Authority to use the LSU indicia for purposes of organizational identity for entities associated with the University is granted by LSU in accordance with policies and guidelines established for each type of organization as follows:

**Student Organizations:** Under policies and procedures of the Committee on Student Organizations which reports to the President through the Vice President for Student Life & Enrollment.

**Faculty Organizations:** As approved by the President upon the recommendation of the Executive Vice President & Provost.

**Staff Organizations:** As approved by the President upon the recommendation of the Vice President for Finance & Administration and CFO.

**Affiliated Organizations (including the LSU Foundation, alumni and athletic organizations):** As provided in the ByLaws & Regulations of the LSU Board of Supervisors. Specific procedures are as follows:

Alumni Groups

LSU Alumni Association  
through Academic Affairs  
(when academic constituencies  
are involved)

Athletic Groups

Tiger Athletic Foundation

Academic fund-raising  
groups--development  
councils, friends groups,  
foundations

Development Office of LSU  
Foundation through  
Academic Affairs

The granting of authority for the use of LSU indicia to identify associated organizations carries with it no authority for the use of LSU indicia for commercial exploitation or other revenue producing activities involving the use of the indicia.

### **Solicitation of Gifts**

Authority to use the LSU indicia for purposes of soliciting contributions is governed by the Bylaws and Regulations of the Board of Supervisors and administered by the President. Standing authority for fund-raising may be incorporated in the initial approval of an organization's use of the LSU indicia. Approval in writing is required in advance of any new fund-raising activity by a group not previously authorized to raise funds in the name of LSU.