

Approval Date: December 10, 2010

Trademarks and Licensing Policy

Office of Accountability:	Vice-President (University Relations)
Office of Administrative Responsibility:	Vice-President (University Relations)
Approver:	Board of Governors (Board University Relations Committee)
Scope:	Compliance with University policy extends to all members of the University community.

Overview

The Governors of the University of Alberta own all **trademarks** of the University, including trademarks used by **University units**, and as such has responsibility for their proper use. The University asserts ownership and all rights, title, and interest in and to the trademarks. Refer to *Trade-marks Act* of Canada, R.S.C. 1985, c. T. 13

Purpose

The purpose of this policy is to protect the University's trademarks, to ensure that the trademarks are associated with quality goods and services, and that such goods and services positively represent and reflect the University's academic heritage. This policy promotes consistency in the use and protection of the University's trademarks.

POLICY

1. The trademarks, including the University's **name, logos, and coat of arms**, and the **University operational seal** and **University academic seal**, are the exclusive property of the University. The University regulates and monitors the use of its trademarks in all instances. This includes but is not limited to clothing, correspondence, novelty items, publications or other materials, web sites, or other media.
2. In order to promote consistency, ensure that the high character and quality of products and services associated with the trademarks are maintained, and ensure that the University retains its legal protection over the trademarks, the following use regulations must be followed:
 - a. University units must use the trademarks in accordance with the registered form of a registered trademark or official mark, and in accordance with the University's **Visual Identity Program** and any other guidelines developed by the Office of the Vice-President (University Relations).
 - b. If individuals or organizations external to the University wish to use a trademark, then:
 - i. they must use the trademarks in accordance with the University's Visual Identity Program and any other guidelines developed by the Office of University Relations; and;
 - ii. they must either be authorized to use the trademark by a policy or procedure of the University, or they must obtain written permission from the University. If such intended use applies to externally provided goods or services and which falls under the Trade-marks Act of Canada, then the individual or organization must enter into a license agreement with the University.
3. All University units are required to use a licensed manufacturer to produce products bearing a University of Alberta trademark.
4. The University allows its trademarks to be used under license agreements with third parties only if those products or services reflect favourably upon the University. This helps to preserve the University's good name and reputation.

The trademarks will not be used, nor will permission or license be granted, to use any trademark in association with products or services that are:

- weapons or items that are otherwise inherently dangerous (explosives, firearms, fuels);
- tobacco;
- recreational drugs or narcotics;
- disparaging, discriminatory, or disrespectful, including items or slogans that are sexually suggestive or explicit, or degrading or derogatory towards an identifiable group or population;
- harmful of the good academic name, image and reputation of the University;
- any other unsuitable products or services as determined at the University's discretion.

5. A license or permission is required, but no royalties or payments shall be payable on products that are produced in accordance with University units' requests, if one of the following conditions apply:

- the products are for internal staff use only;
- the products are for free, promotional, non-profit, and/or give-away purpose; or
- the products will not be sold to procure a profit for the University faculty, staff, and/or students.

DEFINITIONS

Any definitions listed in the following table apply to this document only with no implied or intended institution-wide use. [\[▲ Top\]](#)

Trademark	A word, symbol, design, or a combination of these, that is used to distinguish the goods or services of the University of Alberta and its units from those of others, including the name and logos of the University, and including unregistered and registered trademarks and official marks of the University. This includes marks created by and for the use of University units.
University units	Entities that are part of the legal entity "The Governors of the University of Alberta." This would include faculties, departments, schools, operational units such as parking services and housing and food services, academic centres and institutes, and some affiliated centres and institutes.
Name	The name "University of Alberta," "U of A," "U of Alberta," "UAlberta," and any other combination which would be readily recognizable in context as the University of Alberta.
Logos	Any logo or design trademark used by the University of Alberta and designated by Marketing and Communications as a University-wide logo.
Coat of arms	The official heraldic symbol bestowed upon the University by the Governor General of Canada. The coat of arms may only be used by the Senate for ceremonial purposes.
University operational seal	Official symbol, under the jurisdiction of University Governance, to be used only on official business documents as required.
University academic seal	Official symbol, under the jurisdiction of the Registrar, to be used only on official academic documents.
Visual Identity Program	The integrated set of visual elements and guidelines used to ensure consistency and quality in the way the University presents itself visually to its internal and external audiences.

RELATED LINKS

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[Post-Secondary Learning Act](#) (Government of Alberta).

[Supply of Goods and Services Policy](#) (UAPPOL)

[Trade-Marks Act](#) (R.S., 1985, c. T-13) (Department of Justice)

[University Visual Identity Policy](#) (UAPPOL)

PUBLISHED PROCEDURES OF THIS POLICY

There are no published procedures of this policy.