

# DEPAUL UNIVERSITY

---



## Licensing University Trademarks

**Category:** Presidential

**Responsible Department:** Athletic Department

**Responsible Officer:** Associate Athletics Director - Sports Marketing & Licensing

**Effective Date:** 06/13/2018

---

### Policy Summary

The primary purpose of this Policy is to protect the integrity of the University's identifying marks and to clarify responsibility for granting permission and licenses to use these marks. The policy also serves DePaul by: (1) ensuring that products bearing DePaul's marks are of good quality, (2) ensuring that each licensed use reflect positively on the University and (3) generating revenues for the University.

---

### Scope

This policy affects the following groups of the University:

- Entire University Community

This policy affects all members of the university community.

---

### Policy

DePaul University owns and controls its name(s) and other marks, logos, insignias, seal, designs and symbols (hereafter, "marks" or "trademarks") that have become associated with the University. Examples of DePaul's trademarks and logos include the Tree of Wisdom logo, the "DePaul University" name and signature, the athletic Blue Demon logos, the Crest, and the DePaul University Seal. Any individual, organization or company wishing to use DePaul's marks must obtain a license and shall be regulated by the appropriate offices or individuals identified within this document. All licensing requests must be directed to the Associate Athletics Director for Sports Marketing and Licensing, who will work in conjunction with the appropriate University departments to obtain necessary approvals. For a complete listing and representation of DePaul's marks see Appendix A.

Any individual, organization or company wishing to use DePaul's marks must obtain a license and shall be regulated by the appropriate offices or individuals identified within this document.

### Limitations on Use

The trademarks owned by DePaul University are significant symbols highly and easily recognizable. The quality of any product containing such a mark and the product itself reflect DePaul University and its mission. Because of the importance of quality and its reflection on the University, the following limitations on licensing have been established:

1. Food, cosmetic products, alcohol, or tobacco-related products are generally not allowed.
2. The University seal and crest are reserved for formal academic and business purposes only.
3. The Athletics youth mark is allowed only on infant and children's items.

### **University Student Organizations**

Student organizations registered with the Office of Student Involvement will be permitted to use university marks as outlined in Appendix B.

### **Retained Licensing Agent**

DePaul will retain an agent as a licensing agent that is committed to creating relationships with the University, manufacturers and retailers that result in positive promotion and protection of DePaul's trademarks, while generating increased revenues. More information about DePaul's licensing agent can be found at <https://learfieldlicensing.com/>

### **Licensed Vendors**

All items (commercial or promotional goods) that will contain any DePaul identifying mark must be produced by a licensed manufacturer. The retained licensing agent maintains a list of manufacturers licensed by the University to produce DePaul merchandise. Organizations or departments who need assistance in locating licensed manufacturers of particular products should contact the retained licensing agent.

### **Fair Business Practices Committee**

DePaul University has established a Fair Business Practices Committee to review labor conditions found in the factories of DePaul licensees and to recommend minimum standards with which licensees must comply. This Licensee Code of Conduct is modified by recommendation of this committee and approved by the President on a periodic basis.

### **Penalties for Violation of Policy**

The penalty for any individual or organization violating any of the requirements stated in this policy may result in one or all of the following, in addition to disciplinary measures pursued through the Code of Student Responsibility, progressive discipline, or the Faculty Handbook:

1. Confiscation of all items produced in violation of the Licensing Policy
2. Remuneration to the University for losses and damages resulting from egregious violations

---

## **Procedures**

---

Identity Mark Approval and Sign-Off Responsibilities

## University Mark

All athletic logos

University Seal and Crest

Tree of Wisdom

"DePaul", "DePaul University"  
DE PAUL", "DePAUL"

"Blue Demons"

## Required Approvals

Office of Sports Marketing and Licensing

Requests received by the Office of Sports Marketing and Licensing and approved in conjunction with the University Secretary

Requests received by the Office of Sports Marketing and Licensing and approved in conjunction with University Marketing Communications

Requests received by the Office of Sports Marketing and Licensing approved in conjunction with University Marketing Communications

Requests received by the Office of Sports Marketing and Licensing approved in conjunction with University Marketing Communications

---

## Divisional Collaborations

Enrollment Management & Marketing  
Office of the General Counsel

---

## Contact Information

### **Karen M. Loiacono**

Associate Athletics Director, Sports Marketing and Licensing  
DePaul University Department of Athletics  
2323 N. Sheffield Avenue  
Chicago, IL 60614  
(773)-325-7528  
[kloiacon@depaul.edu](mailto:kloiacon@depaul.edu)

---

## Appendices

Appendix A: [Student Guide for use of DePaul University Trademarks](#)

Appendix B: [DePaul Marks](#)

---

## History/Revisions

Origination Date: 02/01/1995

Last Amended Date: 06/13/2018

Next Review Date: N/A