

## Section 11: Licensing Program

### The Licensing Program

VSU has an official licensing program managed by Strategic Marketing Affiliates (SMA) [www.smaworks.com](http://www.smaworks.com). This means that Valdosta State University requires all commercial products bearing VSU marks to display the “Officially Licensed Collegiate Products” (OLCP) label. The label signifies that the item is officially licensed by Valdosta State University, and that a portion of the sale price is returned to the university for the benefit of its students and programs. The label also serves as an assurance to customers that the products meet quality standards and have been approved by the university.



Suppliers who are not licensed are not permitted to use VSU logos or marks for any use until they complete a licensing agreement and pay a one-time licensing fee. The application form can be obtained online at [www.smaworks.com](http://www.smaworks.com). It is an infringement on Valdosta State University's registered names, trademarks, and logos to produce VSU merchandise without written authorization.

### Design Approval

SMA must approve the quality and propriety of all products carrying marks representative of Valdosta State University. It is the purpose of this provision to prevent the use of the marks on items in a manner that could cause ridicule or embarrassment to the university, or that could jeopardize the substantial goodwill that the university possesses in its marks.

Prior to any production, manufacturers must submit all artwork to SMA for approval. Artwork samples may be submitted online. Samples clearly must show how the logo or marks will be used, and all colors used on the product should be designated. Any changes in the product or artwork must be resubmitted for approval after the changes are made. VSU will determine which items might be offensive to standards of good taste, and reserves the right to rescind approval of products which do not meet or exceed quality and propriety standards.

### Policies for Off-Campus Organizations, Businesses, and Suppliers

1. The use of any Valdosta State University name, trademark, or logo by any organization, business, or individual must be approved in writing by the Office of Creative Design Services prior to its use. Copy and design approval are also required for any use. This includes use by all nonbusiness groups or individuals, charities, and other nonprofit organizations. There can be no exception to this rule. The university must monitor every use in order to protect its marks under federal trademark law and to adhere to Regents policy.
2. The use of any Valdosta State University name, trademark, or logo on any product or in connection with a manufacturer, wholesaler, screen printer, instore producer, or any other supplier must be managed under a license agreement. Anyone wishing to become a licensed vendor may do so by completing an application form and paying a one-time licensing fee. The application form can be obtained online at [www.smaworks.com](http://www.smaworks.com). It is essential that artwork for all Valdosta State University-marked items be approved prior to production and distribution.
3. No licensee can be granted exclusive rights for the production of any item bearing Valdosta State University marks.
4. It is a violation of federal trademark law to alter the Valdosta State University names, trademarks, or logo in any way, or to incorporate them or any portion of them into the name or trademark of any business or organization.
5. Royalties on Sales  
Items that are purchased or produced by any group or individual for resale or giveaway will be subject to a royalty payment or a rights fee.

#### 6. Advertising

The use of any Valdosta State University name, trademark, or logo is prohibited in advertisements and commercials that promote non-Valdosta State University entities. Licensees and retailers of licensed merchandise may use the marks in the promotion of their licensed Valdosta State University merchandise only. Advertisement copy approval is required.

#### 7. Associated Use

Written authorization and copy approval must be obtained from the Office of Marketing & Community Relations prior to any activity which would associate the names, trademarks, or logo of Valdosta State University with those of any business or organization. This includes any association which indicates support for Valdosta State University or any of its programs. The use of the Valdosta State University names, trademarks, or logo is strictly prohibited when such use does or will imply endorsement by the university.

Please Note: These rules and procedures are necessary to ensure our compliance with Regents policy and federal trademark laws, and to ensure fairness and propriety in the use of the Valdosta State University names, trademarks, and logo within university guidelines. Contact the Office of Creative Design Services for any use of the Valdosta State University marks or any questions concerning them.

### **Policies for Campus Organizations and Support Groups**

1. The use of any Valdosta State University name, trademark, or logo by any organization or individual must be approved in writing by the Office of Creative Design Services prior to its use. This includes use by campus clubs and organizations as well as by academic departments and other divisions of the school, any informal campus groups, individuals, students, outside support groups, or charitable organizations. Written approval must be obtained for each specific use. There can be no exception to this rule. The university monitors every use in order to protect its marks under federal trademark law and to adhere to Regents policy.

2. The use of any Valdosta State University name, trademark, or logo on any product or in connection with a manufacturer, wholesaler, screen printer, or any supplier must be managed under a license agreement. It is essential that all Valdosta State University-marked items be approved and licensed by SMA prior to production and distribution.

#### 3. Items for Resale

Valdosta State University-marked items that are purchased or produced by any division, group, or individual for resale will be subject to a royalty payment. All such items must be approved in writing in advance and any items purchased must come from a licensed supplier.

#### 4. Items for Use by Group Members Only

Valdosta State University-marked items that are purchased or produced by any division, campus organization, or student group for use by its own members will not be subject to a royalty payment. All such items must be approved in writing and any items purchased must come from a licensed supplier.

#### 5. Items to be Given Away

Valdosta State University-marked items that are purchased or produced by any division, group, or individual for giveaway purposes will not be subject to a royalty payment. All such items must be approved in writing in advance (as explained in #1 above) and any items purchased must come from a licensed supplier (as explained in #2 above).

Please Note: We do not intend to make it difficult to obtain written approval. Licensing and/or written approval are necessary to ensure that university guidelines are adhered to when a name, trademark, or logo is used. Your cooperation will enable us to help you use the names and logo in a way that will serve your needs, while allowing us to uphold Regents policy and to protect our marks and logo under federal trademark law. Please contact the Office of Creative Design Services for more details or for help with trademark use.