

UNIVERSITY OF MISSOURI-COLUMBIA

MU OFFICE OF LICENSING AND TRADEMARKS

311 JESSE HALL

COLUMBIA, MO 65211-1240

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ART APPROVAL/ROYALTY WAIVER FORM

PLEASE FAX COMPLETED FORM AND PROPOSED DESIGN TO 573.884.5446 . YOU MAY ALSO DELIVER THE FORM DIRECTLY TO 311 JESSE HALL. WE WILL RESPOND AS QUICKLY AS POSSIBLE.

DEPARTMENT / SRO NAME: _____ CONTACT: _____

BUSINESS/ORGANIZATION

PHONE: _____

FAX: _____

DESCRIPTION OF PROJECT: _____

HOW DISTRIBUTED: (Resale, members only, dept only): _____

ITEM OR PRODUCT: _____ DESIGN/DESCRIPTION NUMBER _____

QUANTITY: _____ COST TO YOU PER UNIT: _____

MANUFACTURER/DISTRIBUTOR (must be licensed): _____

ADDRESS: _____ CONTACT: _____

CITY, STATE, ZIP: _____ PHONE: _____

PLEASE SIGN AND RETURN ONE COPY TO THE LICENSING OFFICE. Once the LT Office has signed and returned this form to the contact listed above, *it is the contact's responsibility to provide the manufacturer with a copy of this document for their files.*

Signature of authorized SRO/Department Representative

Date

APPROVED

DISAPPROVED

ROYALTY PAYMENT REQUIRED: YES NO

ART APPROVED **DISAPPROVED** **CHANGES**

COMMENTS: _____

DATE FAXED TO CLC: _____

SIGNATURE OF LT OFFICE

DATE

TO BE COMPLETED BY LICENSING OFFICE ONLY:

ARTWORK/DESIGN MUST BE SUBMITTED

UNIVERSITY OF MISSOURI-COLUMBIA

POLICY FOR STUDENT ORGANIZATIONS AND UNIVERSITY DEPARTMENTS

All University of Missouri-Columbia departments and Student Recognized Organizations (SROs) are required to obtain prior approval to use the indicia (i.e. names, marks, logos, seals and/or symbols) of the University in any **commercial** or **non-commercial** venture (see definitions below), The Authorization for Use form is on the reverse side of this page. Additional forms are available from the MU Office of Licensing and Trademarks located at 311 Jesse Hall.

University Departments and SROs are also required to purchase emblematic merchandise from “Officially Licensed” vendors (licensees) of the University. A current list of these licensees is on file at the MU Licensing and Trademark Office located at 311 Jesse Hall.

Requests for approval usually fall into two categories:

1. those that **require** royalties and
2. those that are **exempt** from royalties.

REQUIRING ROYALTIES

- Items for resale: selling products (i.e. cups, apparel, pins, posters) bearing MU trademarks for all of the following purposes constitutes commercial use:
 1. Sales to individual customers,
 2. Sales on campus by SROs with permits,
 3. 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),
 4. Sales of items carrying a commercial message, sponsor, or endorsement (regardless of size),
 5. Items used as a promotional marketing avenue for an event and
 6. Items given at conferences/workshops/clinics that require a registration fee and the price of the item has been included in the fee.
 7. Items used as give-a-ways* to attendees of special events, booster activities, or for use as fund-raisers are considered commercial products.

*give-a-ways are usually exempt but not always

ROYALTY EXEMPT

- Items restricted to internal audience (members of an office, department or student recognized organization) and are used as a “uniform” or given away,
 1. Items must be bought with departmental funds or
 2. If item above is sold to the internal audience, it must be sold at cost to qualify for royalty exemption
- Items such as banners and signs without endorsements, commercial message or sponsor unless a company is a corporate sponsor of the MU Athletic Department and trademark usage is specified in the “sponsorship” agreement.