

Public Relations Department Policy on Use and Licensing of NU Trademarks	Adopted: 2011 Revised: February 12, 2014
Application: University-wide Access: Public	Position Responsible for Facilitating Compliance: Associate VP for Public Relations, Communications and Marketing (“Marketing”)

Policy

The university’s trademarks are integral parts of the university’s identity, valuable intellectual property, and an important component of the university’s overall public relations, communications, and marketing strategy. Use of the marks shall therefore be planned, authorized, and monitored by adherence to the below procedure. For quality control, all products shall be generated by vendors authorized by the marketing department or the university’s designated licensing agent.

Particular Marks

“Niagara University” may be used to promote any duly authorized university. However, no external group, individual, or organization may claim any affiliation by using the trademark “Niagara University” without being expressly authorized to do so.

“Purple Eagles” and the Purple Eagle logo are reserved solely for the use of the Athletics Department and select uses deemed to strengthen the university’s identification with that logo, as recommended and approved per the below procedure; factors to consider in evaluating use beyond the Athletics Department include but are not limited to: the possibility of confusion between an Athletics team and a sports club or other group, NCAA regulations, derogation of the mark, quality control, agency agreements, and the forums in which the use will appear.

“The Rooms Chronicle” and the Pineapple logo are reserved solely for the use of the College of Hospitality and Tourism Management.

“Education that Makes a Difference” is reserved for use by the Admissions and Marketing Departments.

The University Seal is reserved for authorized use by the President’s Office.

Niagara University’s official color is PMS 268, a deep purple.

Procedure

Position	Action
Employee, student, or other person arranging use of trademark for either	Shall ensure Marketing is apprised of and authorized the use prior to

<p>internal use, or by a third party</p> <p><i>NOTE: "Use" includes but is not limited to: use on the internet, use in paper format, use on apparel, use on promotional items, use in advertising, use in promoting partnerships, use on the radio, and use by non-university entities.</i></p>	<p>finalization;</p> <p>If with a third party, shall ensure the use is confirmed via a written agreement, submitted for review by the General Counsel, and signed by an authorized signer;</p> <p>Shall track all use to ensure it complies with the terms of the permission, and/or the contract;</p> <p>Shall report all non-compliance to the Associate VP for Marketing.</p>
<p>Associate VP for Marketing (or designee)</p>	<p>Shall evaluate use, exploitation, and non-compliance of university trademarks in a manner deemed suited to the best interests of the university.</p>
<p>Vice President for Student Affairs or designee</p>	<p>Shall initially evaluate and make recommendations to the VP for Marketing regarding the use of the "Purple Eagles" phrase and logo for duly authorized Campus Activity operations, including student clubs.</p>
<p>General Counsel</p>	<p>Shall work with the Associate VP for Marketing to identify and register marks;</p> <p>Shall review all licensing agreements per the contracts policy, ensuring Marketing has been made aware of same;</p> <p>Shall work with Marketing to facilitate the legal aspects of protecting and exploiting the marks.</p>