



**FIU External Relations, Strategic Communications and Marketing
Trademark Policy # 1510.005**

INITIAL EFFECTIVE DATE: October 1, 2006	LAST REVISION DATE: April 6, 2021	RESPONSIBLE UNIVERSITY DIVISION/DEPARTMENT External Relations, Strategic Communications and Marketing (ERSCM)
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POLICY STATEMENT

Any person, group or entity wishing to use a trademark of Florida International University (FIU) shall first obtain approval for the proposed use and sign a written license agreement except as provided below if the use is for commercial gain.

The FIU External Relations, Strategic Communications and Marketing (ERSCM) is responsible for licensing the FIU trademarks. License Agreements provide for payment of royalties on all products sold with a FIU trademark. FIU employees and FIU approved student organizations may use the FIU trademarks internally and do not need to obtain a license agreement provided the use is not for commercial gain.

The trademarks must be used in accordance with the established trademark procedures and style manual. The ERSCM designated University Administrator shall approve the use by internal groups. FIU does not permit the use of its trademarks in any way that implies FIU’s endorsement of any product or service without prior written permission by ERSCM .

To protect FIU’s reputation and image, use of a university trademark on or in connection with any product or service that is inherently dangerously, obscene, disparaging, discriminatory, or sexually suggestive is expressly prohibited. The FIU ERSCM is the entity responsible for making this assessment. The appropriate trademark symbol must accompany use of FIU’s trademark. All registered trademarks must use the ® symbol, and all non-registered trademarks must use the superscript TM.

SCOPE

This policy applies to all students, faculty and staff.



REASON FOR POLICY

To protect and provide for the proper use of the FIU’s trademarks.

DEFINITIONS	
TERM	DEFINITIONS
N/A	N/A

ROLES AND RESPONSIBILITIES

N/A

RELATED RESOURCES

N/A

CONTACTS

External Relations, Strategic Communications and Marketing
Florida International University
11200 S.W. 8th Street - PC 519
Miami, Florida 33199
Telephone: (305) 348-7235

HISTORY

Initial Effective Date: October 1, 2006
Review Dates (*review performed, no updates*): N/A
Revision Dates (*updates made to document*): April 6, 2021



**FIU External Relations, Strategic Communications and Marketing
Trademark Policy # 1510.005a**

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October 1, 2006	April 6, 2021	External Relations, Strategic Communications and Marketing (ERSCM)

PROCEDURE STATEMENT

Trademark Procedures and Style Manual

The purpose of this manual is to provide guidance on the proper use of the FIU's trademarks. FIU has invested substantially in establishing its trademarks. It is, therefore, committed to upholding the integrity of its trademarks for itself and for everyone who is entitled to use them. Trademarks shall only be used pursuant to policies set forth in this manual and all guidelines set forth herein shall be followed by all.

Any unauthorized use or use not following guidelines shall be pursued through all remedies available by law. To protect its trademarks, the University must monitor all uses of its trademarks to ensure that the public properly identifies and associates these trademarks with the institution. Any approximation or look-alike impression of a FIU trademark represents a trademark violation.

All those entitled to use the trademarks shall notify FIU's Office of the General Counsel if violation or misuse of the trademark is suspected. FIU shall take all necessary steps to stop any misuse of its trademarks.

Authorized Versions of FIU's trademarks include, among others, the words "Florida International University," the stylized words "FIU Panthers," the stylized letters "FIU," the panther design, and all similar word marks, logos, taglines, designs, mottoes, and mascots used by and associated with FIU.

A complete list of FIU's registered trademarks can be accessed at <https://brand.fiu.edu/>

An FIU trademark must appear consistent and unaltered and should not be used in a way that would state or imply an endorsement of a product or service that is not associated with FIU. When using the words "Florida International University" all three words must appear in order, with the first letter of each word capitalized, and without incorporating any stylized letters, design, or other words.



All other “word” trademarks must conform to the ordained order and letter style. The words and letters must appear legible and readable.

FIU’s seal is to be used only for official business of FIU. The use of the seal is reserved for formal and official documents such as diplomas, certificates, legal documents, and plaques. The seal is not available for download and special permission must be obtained for use.

All stylized word trademarks (letters using a particular font) must appear in the original letter style. The font or typeface may not be altered. The letters must be readable with good color contrast to the background. All design trademarks must appear consistent with the original intact design, including orientation, color, lines, and spacing. The design may not be cropped or have any words or images imposed over it.

The FIU athletic/panther logo, trademark, mascot and name are reserved for use by FIU Athletics and its entities. The FIU athletic/panther logo should never appear with or replace the University’s Logo. Approval to use the athletic logo in addition to the FIU logo in special publications that promote spirit may be given by the Division of External Affairs at 305-348-0271.

Legal Notice

All registered FIU trademarks must include the ® symbol to the right of the mark. All non-registered trademarks must include the letters ™ to the right of the mark. Labeling all products featuring a FIU trademark must have a label or tag attached or affixed to the product that says, “Trademark of Florida International University.” A manufacturer or vendor's trademark or logo may not appear on the product other than on the label or tag.

How to Use

FIU's trademarks are to be used solely in connection with the FIU’s goods and services, and should never be used in connection with a person, business, group or association that would state or imply that FIU endorses, sponsors or is in some way connected, absent prior express permission from FIU.

This restriction applies to direct use as well as indirect use such as photographs and images of FIU’s campus or events that contain or feature a FIU trademark when such photographs or images are used for commercial gain. FIU’s trademarks shall not be used in any way that violates federal, state or local law, including laws prohibiting discrimination, slander, libel, drug use, unfair competition, and fraud.



Who May Use

Generally, any FIU employee, student, faculty member, group, association or organization may use FIU's trademarks in connection with non-commercial FIU related activities. Examples of permissible non-commercial use include official letterhead, business cards, marketing and promotional materials for FIU sponsored activities and events, FIU publications, and FIU approved media releases.

An FIU trademark may be used for commercial gain in limited circumstances. Any individual, organization or company within or outside FIU intending to use or reproduce an FIU trademark for commercial gain must be licensed in writing by FIU regardless of whether the gain from the sale is intended to be donated or used to benefit a non-profit group or organization. Commercial use is defined broadly and includes not only the sale of products branded with an FIU trademark, but any and all use of an FIU trademark with a for-profit purpose.

Approval for Non-Commercial Use

Non-commercial use of any FIU trademark by those associated with FIU may, except as noted below, be used without express authorization when used in a standardized manner, such as on official letterhead and business cards.

Approval for Commercial Use

All manufacturers, vendors, and individuals, groups or entities that manufacture, produce, order or sell any product or services branded with an FIU trademark must obtain a written license from FIU prior to manufacture, production, order or sale of the goods or services. Typical products and services include, without limitation, apparel, glassware and coffee mugs, computer items, stationery, toys, jewelry, pennants, binders, commemorative items, festivals, videos, television and radio programs, and contests.

FIU requires that a licensed use of a FIU trademark reflect FIU's national and international reputation, positive values, character and beliefs. All products or services licensed by the University must meet certain minimum standards of quality. FIU will not license or approve the use of any FIU trademark if it is to be used in connection with products that are deemed by FIU to be dangerous, illegal, immoral, discriminatory, or denigrate any person or group. FIU reserves and maintains the sole right to approve or disapprove any use of the trademarks, even if not explicitly prohibited by this policy or these guidelines.

How to Obtain a Trademark License

FIU External Relations, Strategic Communications and Marketing is responsible for approval of all trademark licenses and can be reached at 305-348-7235. Anyone that requires a license



under these guidelines must submit a written request with representative samples of the intended licensed goods, or a detailed description of the services, and associated artwork or design, that will be manufactured, produced, ordered or sold in connection with a FIU trademark.

All use of FIU trademark in connection with a licensed product or service must conform to this policy. Every license includes a royalty payment to FIU for use of a University trademark. The royalty amount depends on the goods or services being sold, and the intended use. FIU may make royalty exemptions at its sole discretion.

Licensing Services

FIU has camera-ready artwork for its stylized and design trademarks and a current list of licensed manufacturers and vendors by product type. Anyone wanting to order and sell products bearing a University trademark is encouraged to use the manufacturers and vendors on this list. Contact FIU ERSCM will gladly assist you to insure that all uses of the University's trademarks are correct and that they reflect the positive image and reputation associated with the University. Should you have any questions, comments or need additional information, please contact The Florida International University Foundation at 305-348-7235.

The Florida International University's Trademark Database may be obtained on line at <https://brand.fiu.edu/>.