



*The* UNIVERSITY of OKLAHOMA  
**Health Sciences Center**  
*Student Affairs*

## **Licensing Approval Process for Using OU Names, Logos and Trademarks for Student Organizations**

*Student Organizations interested in using OU trademarks are required to seek approval through HSC Student Affairs and OU Licensing. OU trademarks include logos, words, phrases, abbreviations, and color schemes.*

The process is simple and allows the University the opportunity to ensure the proper use of its name and trademarks. In order to be eligible to use University Trademarks, student organizations must be registered with the HSC Student Affairs. A digital copy of the Trademark Licensing Approval Form is located on the HSC Student Affairs website under Forms, Handbooks & Policies: <http://students.ouhsc.edu/forms.asp>.

Steps to obtain approval for use of OU trademarks:

1. Complete sections 1 – 5 of the Trademark Licensing Approval Form and obtain a proof of the artwork from an approved licensee (a list of licensees approved to produce merchandise with OU trademarks can be found at [soonersports.com/licensing](http://soonersports.com/licensing)).
2. Complete section 6 by submitting both the Trademark Licensing Approval Form and proof of artwork to HSC Student Affairs, located in the David L. Boren Student Union, Suite 300.
3. Section 7 is the final approval by OU Trademark Licensing.

Designs are approved for the current academic year, and reorders with the same licensee may be placed without resubmitting.

Licensing guidelines, a list of trademarks and logos, and a list of licensees can be found at [soonersports.com/licensing](http://soonersports.com/licensing).

HSC Student Affairs

1106 North Stonewall Avenue, Suite 300 • Oklahoma City, OK 73117

P: (405) 271-2416 • F: (405) 271-8817 • [student@ouhsc.edu](mailto:student@ouhsc.edu) • <http://students.ouhsc.edu/>

# Trademark Licensing Approval Form

The University of Oklahoma Health Sciences Center  
Student Organizations Internal Use/Charitable Causes

## Types of Student Organizations at the OU Health Sciences Center:

### A. HSC Student Government Association (SGA) Administrative Organizations

HSC Student Government Association Administrative Organizations have one or more unpaid volunteers (officers), which makes the organizations entities of OU.

- HSC Campus Activities Board
- HSC Student Senate
- HSC Student Government Association Executive Branch
- A. William Horsley Physician's Assistant Society
- College of Allied Health Student Association
- College of Medicine Student Council
- College of Public Health Student Association
- Graduate College Student Association
- Pharmacy Student Council
- College of Dentistry Student Council
- College of Nursing Student Association

HSC Student Government Association Administrative Organizations are allowed to use virtually all OU trademarks, including the interlocking OU. The OU Seal (and depiction of the Seed Sower) is used for official university purposes. SGA Administrative Organizations must include their organization verbiage or marks on all designs. SGA Administrative Organizations submitting designs using only college/departmental marks must have Dean's approval (see step 5).

### B. HSC Registered Academic Student Organizations

HSC Registered Academic Student Organizations are those organizations that have been approved by their college student services and/or dean's office. The academic dean accepts responsibility for the activities and events of the organization.

Examples of HSC Registered Academic Student Organizations may include college classes or councils. Interest groups that have no association to external entities may be considered registered academic student organizations, though approval from the respective college dean is required. Registered academic student organizations have no affiliations to external entities.

HSC Registered Academic Student Organizations are allowed to use virtually all OU trademarks, including the interlocking OU. The OU Seal (and depiction of the Seed Sower) is used for official university purposes. Registered Academic Student Organizations must include their organization verbiage or marks on all designs. Registered Academic Student Organizations submitting designs using only college/departmental marks must have Dean's approval (see step 5).

### C. HSC Registered Student Organizations

Registered Student Organizations are not entities of OU, and their activities are not sponsored or endorsed by OUHSC. Registered Student Organizations operate with guidance from faculty/staff advisers, but are not part of the legal entity of the University. The groups' purpose and activities are not sponsored or endorsed by OU. The University recognizes these groups as independent entities, but grants them certain advantages through affiliation (registration) with the University.

Common RSOs at the Health Sciences Center are student affiliates of state or national professional associations. Though these groups are comprised of HSC students and often academic/professional in nature, the connection to external associations precludes them from being recognized as entities of the University.

HSC Registered Student Organizations are permitted to use the following verbiage: "The University of Oklahoma," "The University of Oklahoma Health Sciences Center," "OUHSC," "Oklahoma," and "Sooner(s)." RSOs are not permitted to use the interlocking OU, OU Seal, and Schooner, or any other OU logos. HSC Registered Student Organizations must include their organization verbiage or marks on all designs.

HSC Student Affairs

1106 North Stonewall Avenue, Suite 300 • Oklahoma City, OK 73117

P: (405) 271-2416 • F: (405) 271-8817 • [students@ouhsc.edu](mailto:students@ouhsc.edu) • <http://students.ouhsc.edu/>

# Trademark Licensing Approval Form

The University of Oklahoma Health Sciences Center  
Student Organizations Internal Use/Charitable Causes

**Prior to ordering or selling any merchandise**, Student Organizations must submit this form with sections 1-5 completed and a copy of the artwork to HSC Student Affairs, David L. Boren Student Union, Suite 300. Please allow a minimum of two weeks for processing, which may include design revisions.

## 1 STUDENT ORGANIZATION

Org. Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## 2 LICENSEE/MANUFACTURER INFORMATION\*

Manufacturer: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

*Note: Manufacturers must be a licensee of the University of Oklahoma. For a complete list of approved companies, please visit [soonersports.com/licensing](http://soonersports.com/licensing), click on student organizations, then one of three current OU licensee lists.*

## 3 PRODUCT INFORMATION

Distribution Channels (Who and Where): \_\_\_\_\_

For fundraisers, all (100%) of the proceeds will go to: \_\_\_\_\_

### DESIGN 1

Product (Please be specific): \_\_\_\_\_

Quantity: \_\_\_\_\_ Cost \$ / Unit from Manufacturer: \_\_\_\_\_

Is the product for internal consumption (not to be resold)?  Yes  No - Resale Price: \_\_\_\_\_

### DESIGN 2 (IF MULTIPLE PRODUCTS, LIST BELOW)

Product (Please be specific): \_\_\_\_\_

Quantity: \_\_\_\_\_ Cost \$ / Unit from Manufacturer: \_\_\_\_\_

Is the product for internal consumption (not to be resold)?  Yes  No - Resale Price: \_\_\_\_\_

### DESIGN 3

Product (Please be specific): \_\_\_\_\_

Quantity: \_\_\_\_\_ Cost \$ / Unit from Manufacturer: \_\_\_\_\_

Is the product for internal consumption (not to be resold)?  Yes  No - Resale Price: \_\_\_\_\_

### DESIGN 4

Product (Please be specific): \_\_\_\_\_

Quantity: \_\_\_\_\_ Cost \$ / Unit from Manufacturer: \_\_\_\_\_

Is the product for internal consumption (not to be resold)?  Yes  No - Resale Price: \_\_\_\_\_

HSC Student Affairs

1106 North Stonewall Avenue, Suite 300 • Oklahoma City, OK 73117

P: (405) 271-2416 • F: (405) 271-8817 • [students@ouhsc.edu](mailto:students@ouhsc.edu) • <http://students.ouhsc.edu/>

# Trademark Licensing Approval Form

The University of Oklahoma Health Sciences Center  
Student Organizations Internal Use/Charitable Causes

## 4 ADVISER APPROVAL

I have reviewed and approve the attached request for consideration.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## 5 COLLEGE DEAN APPROVAL\*

I have reviewed the attached request and approve the use of the college's name by a student organization.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

\*Note: College Dean, College Student Services/Affairs Dean, or Dean Designee; Only HSC Student Government Administrative (SGA) Organizations and HSC Academic Student Organizations are eligible for this option. This approval is only necessary for student organizations wanting to use college/departmental marks without identifying their organization.

## 6 HSC STUDENT AFFAIRS APPROVAL

I have reviewed and approve the attached request for consideration by OU Trademark Licensing.

Comments: \_\_\_\_\_

At the University of Oklahoma Health Sciences Center, the above named group is a:

SGA Administrative Organization     Registered Academic Student Organization     Registered Student Organization

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## 7 OU TRADEMARK LICENSING APPROVAL

Product:  Approved     Approved Pending Changes     Denied

Comments: \_\_\_\_\_

Order to be Royalty Exempt:  Yes     No

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Conceptual approval only. Licensee must upload final artwork for approval on myiCLC

HSC Student Affairs

1106 North Stonewall Avenue, Suite 300 • Oklahoma City, OK 73117

P: (405) 271-2416 • F: (405) 271-8817 • students@ouhsc.edu • http://students.ouhsc.edu/