



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/FormsandPolicies.aspx>.

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).
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.

HSC Student Affairs
1106 North Stonewall Avenue, Suite 300 • Oklahoma City, OK 73117
P: (405) 271-2416 • F: (405) 271-8817 • 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.

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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 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, click on student organizations, then one of three current OU licensee lists.

2 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: _____

DESIGN 5

Product (Please be specific): _____

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

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

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3 STUDENT ORGANIZATION

Org. Name: _____ Contact Name: _____

Phone: _____ E-mail: _____

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: _____

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