

Ownership and Use of San José State University Name and Trademarks

Purpose of Guidelines	The purpose of these guidelines is to ensure appropriate use of San José State University's names and marks, and to protect against misuse of its name, but not to prevent its appropriate use.
Applicability	These guidelines apply to all instances of use of San José State University's names and marks.
Summary	San José State University registered marks, as well as other names, seals, logos and other symbols and marks that are representative of the university, may be used solely with permission of San José State University. Items offered for sale to the public bearing San José State University's name and marks must be licensed. The SJSU Communications Style Guide and Standards for Use of the Logo and Seal describe proper use of San José State University's emblems and provide downloadable artwork at http://www.sjsu.edu/comm/services/styleguide/ .

Section headings are:

1. NAMES AND MARKS GUIDELINES
2. TRADEMARK USE GUIDELINES
3. FURTHER INFORMATION
4. RELATED GUIDELINES

1. NAMES AND MARKS GUIDELINES

California State University

Education Code Section 89005.5 provides that the name "California State University" and the names of all CSU campuses, nicknames, and abbreviations belong to the State of California. It is inappropriate to use the CSU name without the written permission of the institution. Questions concerning the use of the CSU name should be directed to <http://www.calstate.edu/gc/csu/> or contact CSU General Counsel.

San José State University

San José State University is known for excellence in teaching, and for preparing highly qualified graduates in business, education, engineering, the arts and sciences, and many other professions. In addition, its athletics, arts and other public events and activities are well known in the region. The widely recognized San José State University name and its associated seals, marks and symbols (together referred to as "name and marks") represent the high caliber of the university's faculty and students and convey the quality and breadth of the university's accomplishments. The name and marks are among the university's most valuable assets. Faculty, students and staff share in the benefits associated with the university's name and marks, and therefore also share responsibilities concerning their use.

The university will actively protect its name and marks from improper or misleading use by individuals or organizations not associated with the institution, and will ensure that use of the name and marks by faculty, students, alumni, staff and others is appropriate. As described below, appropriate use indicates that the activity or product with which the name and marks are being used has the necessary approval for use of the name and marks and reflects appropriately on the university's reputation.

Use of the San José State University name and marks in a manner that implies endorsement of programs, products or service by the university is prohibited.

- a. **Ownership** – The university is the owner of a number of marks registered with the United States Patent and Trademark Office or protected by Education Code 89005.5. These include:

- San José State University
- San José State
- SJSU
- The “bricks” logo
- The San José State University seal

All of San José State University's registered marks, as well as other names, logos, seals and other symbols that are representative of the university or its entities, whether or not registered, are the property of San José State University. Such names and marks may be used only with permission of persons having specific authorization from the board of trustees or the president of the university. Registered marks should be shown with the symbol “®,” designating their status as federally registered trademarks. The “bricks” logo, as a non-registered trademark, should be shown with the designation “TM.” For emblem artwork with the proper trademark designation, contact the director of communications at 408-924-1174 or by email at sjsupao@sjsu.edu.

- b. **Appropriate Use** – The names and marks covered in guidelines may be used only in connection with San José State University sponsored or sanctioned activities and materials. San José State University faculty, students, staff and volunteers must ensure that use of the San José State University name and marks meets the following criteria:

- (1) **Accuracy** – The names and marks associated with an event, program, project, publication or product imply some form of involvement by the university. Involvement by individual faculty, students, alumni or staff is not a sufficient basis for indicating university sponsorship or endorsement. The activity must be one in which the university has an institutional role.
- (2) **Quality Standards** – San José State University's name and marks may be used only in connection with activities that are consistent with the university's educational, research and related purposes.

- (3) **Prohibited Uses** – In keeping with its status as a non-profit educational institution, San José State University does not permit its name and marks to be used in connection with partisan political activities. Individual faculty, students, alumni and staff may not use San José State University's name and marks in association with any commercial activity or outside venture without written permission of a person authorized by the Office of Marketing and Communications or university president to so act.
- c. **Approval for Use** – The president has delegated authority for approving use of San José State University's name and marks as follows:
- To the provost for use in connection with educational and research activities, including courseware and related materials developed for teaching at San José State University
 - To the vice president for administration and finance for use in connection with business activities of San José State University or by vendors (including the university bookstore and affiliated organizations such as the Alumni Association)
 - To the associate vice president of university marketing and communications for use in collateral, advertising, promotional items, film, video, print and electronic media, including the university's Web pages
- d. **Guidelines for Faculty and Staff** – In teaching, research and in other academic activities of the university, San José State University's name and marks may be used, subject to the normal review processes established within schools, departments, centers and programs. These guidelines are not intended to limit use of the San José State University name for legitimate purposes that fall within the normal scope of university activities. However, when a faculty or staff member is involved in activities not directly associated with San José State University (e.g., independent consulting, other business activities, publications, etc.), use of San José State University's name and marks is limited to identification of the individual by his or her affiliation (e.g., Jan Smith, professor of History, San José State University).
- e. **Guidelines for Students and Alumni** – Student and alumni groups that have official San José State University Student Affairs or San José State University Alumni Association recognition, and are registered as such, may use San José State University's name in association with their university-sanctioned activities. Recognized student groups producing merchandise for sale that incorporates San José State University's name or marks must comply with licensing and other procedures. Students may use the name of a school, department or other San José State University program outside the university (other than on a resume) only with approval of the appropriate academic officer (dean, department chair, center director, etc.).

- f. **Registration of Internet Domain Names** – No faculty, staff, alumnus, other volunteer or student may register a domain name that incorporates the words “San José State University,” “San José State” or “SJSU.”
- g. **Registration of Trademarks** – Trademarks registered in connection with any programs, products or services of San José State University, its schools, departments, centers, alumni or related activities, are owned by the Board of Trustees of the CSU System.

2. TRADEMARK USE GUIDELINES

These trademark use guidelines of San José State University are provided for designations comprising designs, trademarks and service marks, including, without limitation, the designations “SJSU,” “San José State University,” and other designs, seals, and symbols, that have come to be associated with San José State University (the “San José State University Trademarks”).

a. Use of San José State University Trademarks

- (1) **No Use of Identical or Similar Trademarks; No Combination Marks** – The San José State University Trademarks may not be used with any other trademark or in combination with any of the other San José State University Trademarks without the prior approval of San José State University. No licensee shall alter, modify, dilute or otherwise misuse the San José State University Trademarks.
- (2) **Goodwill** – San José State University and the CSU system are the sole owners of goodwill associated with the San José State University Trademark(s).
- (3) **Submission of Uses of San José State University Trademarks** – Users shall submit to San José State University for approval samples of all tags, labels, packaging, computer images, Web pages and the like to be used in connection with any licensed product(s), and to remove or add thereto any element that San José State University may from time to time, upon reasonable notice, designate. Any partner, licensee or company shall submit to San José State University copies of any advertisements of promotional materials containing Licensed Trademark(s) for San José State University’s approval.
- (4) **Quality Control and Review** – The San José State University Trademarks may be used with only those products, services and other materials permitted by the written agreement and only for so long as such products, services and other materials meet San José State University’s high standard of quality, consistent with the level of quality reflected in San José State University’s own products and services. By means of example and not limitation:
 - (a) The San José State University Trademarks may not be used on or in connection with any material that is pornographic or otherwise objectionable in light of

San José State University's reputation for quality educational products and services

- (b) The San José State University Trademarks may not be used on or in connection with any material that libels or defames San José State University or any other person or entity
- (c) The San José State University Trademarks may not be used on or in connection with any material that violates any state, federal or foreign law or regulation

(5) Athletic Marks and Logos -Athletic logos associated with San José State University and Spartan Athletics may be administered under separate licensing agreements with the permission of the Office of the President or the Office of Finance and Administration. Approvals for such "Spartan" marks reside with the Division of Intercollegiate Athletics or the designated university administrator.

3. FURTHER INFORMATION

- a. Approval Questions – Questions concerning the proper office to approve use of San José State University's name and marks may be directed to the Office of University Marketing and Communications at 408-924-1166 or sjsupao@sjsu.edu.

4. RELATED GUIDELINES

- See Logo Styles and Standards (reference San José State University Communications Style Guide and Standards for Use of the Logo and Seal) at <http://www.sjsu.edu/comm/services/styleguide/>.

