Guidelines for Campus Trademark Use

Non-Commercial/Internal Use

Definitions

For identification purposes on material for campus groups or departments own use such as stationery, posters, signs, banners, and uniforms- limited to use by their members. Publications for distribution to internal audiences will also be considered non-commercial.

Policy

As permitted as per UCLA Policy 110, Use of University's Names, Seals and Trademarks, UCLA Policy 190, UCLA Support Groups, and the UCLA Activity Guidelines. Licensed vendors are preferred.

Commercial Use

Definitions

Includes the manufacture and distribution of all commercial and consumer products such as clothing, souvenir items, gifts, and any other emblematic merchandise.

*Commercial and consumer products include goods for resale or giveaway.

Policy

Commercial use is only permitted by license or authorization from the Executive Director of ASUCLA per UCLA Policy 110, Use of University's Names, Seals and Trademarks. All such licensed products must be purchased through licensed vendors.

Royalty Exempt Commercial Use

Definitions

Items used for promotional purposes (giveaways, premiums, etc.) are considered commercial, but may be eligible for royalty exemptions if offered to an internal audience.

Policy

Written requests will be reviewed by ASUCLA. All approved requests must go through licensed vendors. Standard quality control terms and conditions apply.