

UConn | SCHOOL OF LAW

Use of University Name, Word Marks, and Logos By Registered Student Organizations

Student Services Department, UConn School of Law
April 2014

A. University Trademarks

The University of Connecticut has registered the following trademarks with the U.S. Patent & Trademark Office:

- UConn
- Connecticut
- University of Connecticut
- Huskies
- UConn Huskies
- Connecticut Huskies
- The Husky Dog Logo
- The University seal
- The Oak Leaf logo
- Students Today, Huskies Forever

Therefore, only UConn and entities that have registered with the University of Connecticut may use these marks in association with their organization or activities. Registered student organizations may obtain permission as defined below. Unregistered student organizations may not use these marks at all.

B. Obtaining Permission to Use University Trademarks

Use of the University or Law School name, as well as word marks and logos that are part of the institution's trademark portfolio are only permitted under the following conditions:

1. Student organizations are registered and in good standing with the Student Services Office at the Law School.
2. Student organizations must receive written approval of their artwork/designs from the Student Services Office, in consultation with the University Licensing Office and Law School Communications Office, prior to using or distributing such artwork format. Student organizations must submit designs at least two weeks in advance of intended use to the Assistant Dean of Students and the Director of Communications.

Communication regarding the approval status will be sent from the Student Services Office.

3. Use of the University or Law School name, as well as word marks and logos is clearly and directly associated with the organization. That is, organizations are prohibited from using the University's name, work marks, and logos that simply promote, name, or use marks of the University of Connecticut without a clear and direct association to the club or organization as outlined in this document.
4. Student organizations are encouraged to purchase items manufactured by vendors who exercise appropriate corporate social responsibility and are licensed vendors of the University. More information about the University's Corporate Social Responsibility initiative can be found here: <http://www.csr.uconn.edu/>.
5. No other use of the names, symbols, and logos of the University of Connecticut are permitted without the express written consent from the Student Services Department.

C. Implementation Policies

1. Use of the following words/phrases will be permitted provided they meet the criteria noted in this section and follow the Permission guidelines detailed in Section B above:
 - a. 'CONNECTICUT'/'Connecticut';
 - b. 'CONNECTICUT HUSKIES'/'Connecticut Huskies'
 - c. 'University of Connecticut'
 - d. 'UConn Huskies'
 - i. Their appearance is determined not to be too closely associated in appearance with any other word marks, logos, etc. in the University's portfolio of registered marks (based on font, colors, etc). Such determination is to be made by the Student Services Department in consultation with the University Licensing Office and Law School Communications Office.
 - ii. The name of the student organization must be included on any items/apparel and equipment being produced.
 - iii. The student organization's name must appropriately signal a relationship with the University as opposed to being a part of the University.
2. Use of the Husky Dog Logos (old and new) and the Oak Leaf Logo can only be used with written approval by the Student Services Department in consultation with the University Licensing Office and Law School Communications Office.
3. Use of the Official Seal of the University of Connecticut or the Law School by student organizations is NOT permitted under any circumstance.

For more information about this policy please contact:

Karen DeMeola
Assistant Dean of Students
55 Elizabeth Street
Hartford, CT 06105
860-570-5042
karen.demeola@uconn.edu

Last update: April 28, 2014