

Use of Texas A&M University Trademarks

Aggie Moms

August 26, 2017

Trademarks and Licensing

- Business Development has been given the charge to oversee the use of all University trademarks.
- PROTECT – Ensure appropriate use of University marks and protect Texas A&M intellectual property and name (i.e. Seattle Seahawks 12th Man case)
- PROMOTE – Ensure the University brand is used in accordance with the current marketing strategy of the University (Brand consistency in all channels)
- PROFIT – Ensure royalties are paid for the use of the mark to fund programs and scholarships administered by the University (i.e. Bonfire Memorial)

Aggie Mom's Crafters License Agreement

Aggie Mom Chapters are covered under an umbrella Crafter License Agreement held by the Federation of Aggie Moms:

- Aggie Moms are allowed to use Texas A&M trademarks as part of their club identity and to carry out the mission of their organization.
- Aggie Moms may craft their own products bearing Texas A&M trademarks.
- Aggie Moms have access to ALL approved Texas A&M trademarks except the image of the 'Aggie Ring'.
- The Association of Former Students (AFS) owns the copyright on the 'Aggie Ring'. Approval must be obtained by AFS prior to use.

Aggie Mom's Crafters License Agreement



Aggie Moms are SPECIAL to Texas A&M University:

- Each individual affiliated with the Federation of Aggie Moms, may use Texas A&M trademarks without a personal agreement directly with the University
- Use of restricted marks (Old Sarge, T-Star, Bonfire)
- Waived royalty fees
- Exempt liability insurance requirements
- Assistance in logo creation and marketing efforts
- Allowed to sell products on campus
- Coordinate with vendors
- Aggie Moms should use licensed vendors when ordering ANY product that bears Texas A&M trademarks (i.e.: Aggie Boots)
 - Products bearing Texas A&M trademarks will be subject to royalties, PAID BY THE VENDOR, per University policy
 - NO use of any current TAMU athlete or current athlete jersey number may be used on any product. This is in violation of NCAA Rules. Any use of any past/former athlete will require approval from either the individual or NFL Properties in some cases.

Brand Confusion

Incorrect Usage



Correct Usage



Current approved Marks



TEXAS A&M
UNIVERSITY

APPENDIX B

TEXAS A&M UNIVERSITY is the owner of all rights, title and interest in and to the following Indicia, which includes trademarks, service marks, trade names, designs, logos, seals and symbols.

NOVEMBER 13, 2013

TEXAS A&M UNIVERSITY AGGIES



Marks #10 – 13 are only available to Texas A&M's sideline provider for apparel, but open to all non-apparel licensees.

PRIMARY MARKS			

COLOR INFORMATION			
<small>You must use the approved University colors or the "PANTONE" colors listed on this page. The colors on this page are not intended to match the PANTONE color standards. For the PANTONE color standards, refer to the current editions of the PANTONE color publications. "PANTONE" is a registered trademark of PANTONE, Inc.</small>			
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS	
AGGIE MAROON GRAY BLACK WHITE	PANTONE AGGIE MAROON PANTONE 422 PANTONE PROCESS BLACK WHITE	MADEIRA 1385 MADEIRA 1012 BLACK WHITE	RA 2258 RA 2483 BLACK WHITE
AGGIE MAROON	GRAY	BLACK	WHITE

NOTE: The marks of Texas A&M University of are controlled under a licensing program administered by The Collegiate Licensing Company. Any use of these marks will require written approval from The Collegiate Licensing Company.

VERBIAGE	GENERAL INFORMATION
Texas A&M University © Texas A&M © Aggies™ TexasU © Texas A&M Aggies © Aggie™ 12TH MAN © Whacking Crow ©	Location: COLLEGE STATION, TX MASCOT: AGGIES MASCOT NICKNAME: REVELLE ESTABLISHED DATE: 1876 CONFERENCE: SOUTHEASTERN CONFERENCE (SEC)

HELMETS			

INSTITUTIONAL MARKS			

RING CREST	CORPS STACK	CORPS BRASS	CORPS BUGLE & BANNER

ADDITIONAL PERTINENT INFORMATION																																
<ul style="list-style-type: none"> University seal permitted on products for resale Alterations to seal permitted Overlaying / intersecting graphics permitted with seal University licenses consumables University licenses health & beauty products University permits numbers on products for resale Mascot cancellures permitted Cross licensing with other marks permitted NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations. NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks. NO REFERENCES to "Bonfire" permitted. 	<table border="1"> <thead> <tr> <th>Yes</th> <th>No</th> <th>Restrictions</th> </tr> </thead> <tbody> <tr> <td><input checked="" type="checkbox"/></td> <td><input type="checkbox"/></td> <td>Restricted use only</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input checked="" type="checkbox"/></td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td>_____</td> </tr> <tr> <td><input type="checkbox"/></td> <td><input type="checkbox"/></td> <td>Case-by-case basis</td> </tr> </tbody> </table>	Yes	No	Restrictions	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Restricted use only	<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	_____	<input type="checkbox"/>	<input type="checkbox"/>	Case-by-case basis	
Yes	No	Restrictions																														
<input checked="" type="checkbox"/>	<input type="checkbox"/>	Restricted use only																														
<input type="checkbox"/>	<input checked="" type="checkbox"/>	_____																														
<input type="checkbox"/>	<input type="checkbox"/>	_____																														
<input type="checkbox"/>	<input type="checkbox"/>	_____																														
<input type="checkbox"/>	<input type="checkbox"/>	_____																														
<input type="checkbox"/>	<input type="checkbox"/>	_____																														
<input type="checkbox"/>	<input type="checkbox"/>	_____																														
<input type="checkbox"/>	<input type="checkbox"/>	_____																														
<input type="checkbox"/>	<input type="checkbox"/>	Case-by-case basis																														

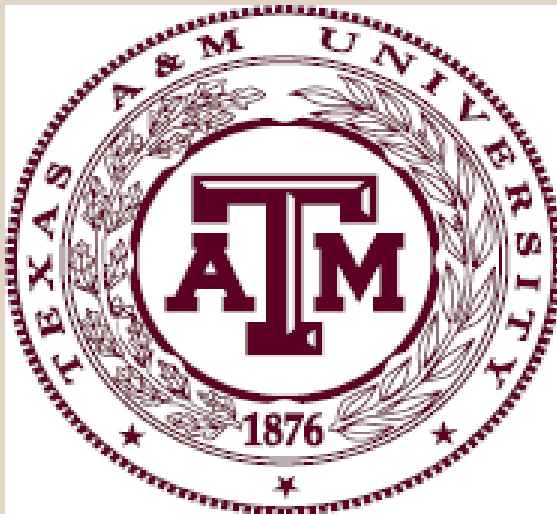
In addition to the Indicia shown above, any Indicia adopted hereafter and used or approved for use by TEXAS A&M UNIVERSITY shall be deemed to be additions to the Indicia as though shown above and shall be subject to the terms and conditions of the Agreement.

New Texas A&M University Seal

- Use of the New University Seal is reserved for President's Office ONLY. If item/product is not ordered by the President's Office or for the President's Office it won't be approved.
- No new merchandise will be approved with the old seal. No reorders of existing merchandise will be allowed. We are not authorizing any promotions featuring product with the old seal.



NEW



OLD



Texas A&M University Ring Crest

- Use of University Ring Crest is no longer allowed on drinkware. This includes glass or plastic.
- The Lonestar Logo is reserved for Adidas (sideline partner) on for apparel and headwear.





Contact Us:

Rosa Rodriguez

Senior Administrative Coordinator,TM Trademark
Licensing

Phone: 979-845-4621^{SEP} **Email:** rosa-rodriquez@tamu.edu