

## Use of Texas A&M University Trademarks

**Aggie Moms** 

August 29, 2015



#### **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 12<sup>th</sup> Man case)
- ➤ <u>PROMOTE</u> 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 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**



SOUTHERSTERN CONFERENCE

#### 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.

Series FESS Suppose 5

# TEXAS A&M UNIVERSITY AGGIES NOVEMBER 13 2013

to must use the approvability colors of the Phillips Colors based on this page. The solver on the page are not interested to make the Phillips Color and the Phi				
SCHOOL COLORS	PANTONE COLORS	THREAD COLORS		
AGGIE MARIONN BRACK WHITE	PANTONE AGGIE MARIOCH PANTONE FROCESS BLACK WHITE	MACHINA 1385 MACHINA 1317 BLACK MHITE	MA 2483 SLACK WHITE	

HELMETS TEXAS AM

CONLEGE STATION, TA MARCON

PRIVERLE

Yes	No	Restrictions reatrices on only
*	*	
*	Ξ	Capa-by-case leads
	Yos X - X X X X X X X X X X X X X X X X X	Yos No X X X X X X X X X X X X X X X X X X

NOTE. The marks of Texas A&M University of are controlled under a figures administrated by The Collegiste Licensing Company. Any use of these marks will require written approval from The Collegiste Licensing Company.

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









#### **Contact Us:**



**Shane Hinckley** 

Assistant Vice President, Business Development

**Phone:** 979-845-4621

Email: Shane.Hinckley@tamu.edu



**Rosa Rodriguez** 

Senior Administrative Coordinator, Trademark Licensing

**Phone:** 979-845-4621 **Email:** rosa-

rodriguez@tamu.edu