



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 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 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



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



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