



# Aggie Moms' Boutique Workshop

*Licensing Discussion*



TEXAS A&M  
UNIVERSITY®

# Trademark Licensing

- Texas A&M's Office of Brand Development has been given the charge to oversee the use of all university trademarks
- PROTECT – Ensure appropriate use of university intellectual property and protect against unauthorized uses (e.g., the 12th Man)
- PROMOTE – Ensure licensed merchandise is used in accordance with the current marketing strategy of the university
- PROFIT – Ensure royalties are paid for the use of the intellectual property to fund programs and scholarships administered by the university (e.g., Corps of Cadets scholarships and the Bonfire Memorial maintenance fund)



# Aggie Moms' License

## Agreement

- Aggie Moms' Clubs and their members are covered under an umbrella license agreement held by The Federation of Texas A&M University Mother's Clubs
- The license agreement allows for the use of Texas A&M trademarks as part of the identity of each Aggie Moms' Club and in order to carry out the mission of the organization
- Aggie Moms' Clubs and their members also have the ability to create products bearing Texas A&M's trademarks



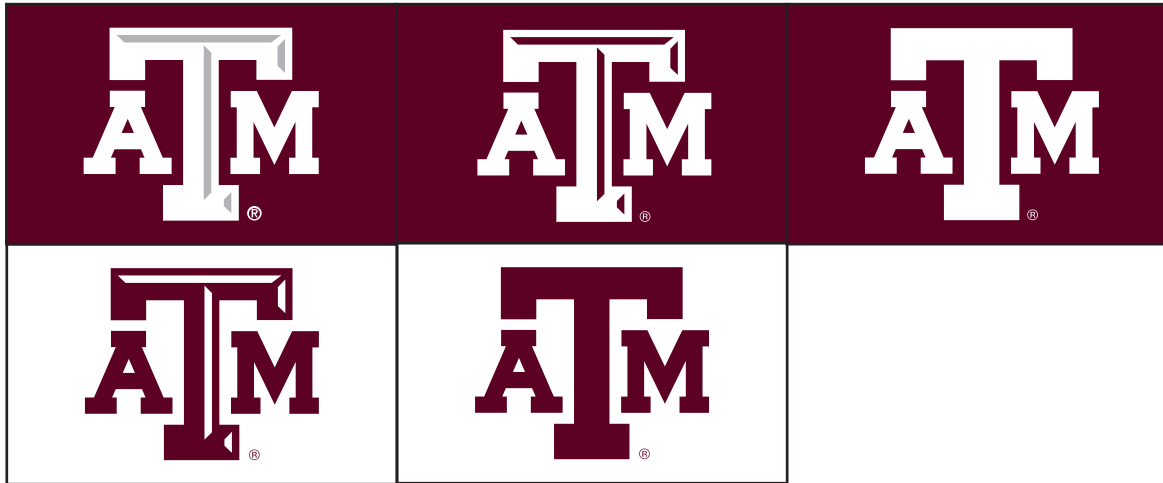
# Working with Licensees

- Aggie Moms' Clubs should use licensed vendors when ordering any product bearing Texas A&M's trademarks
- Per university policy, the licensed vendor will pay royalties on products with Texas A&M's trademarks
- Licensed products are generally sold at 2-3x the purchase price
- Please contact Rosa to ask if a company is licensed or to grant permission to a company that isn't licensed



# Brand Consistency

## Correct Logos



## Incorrect Logos



# Name, Image, or Likeness Restrictions

- Do not create products featuring the name, image, or likeness of Coach Fisher
- Do not create products featuring the name, image, or likeness of any current Texas A&M student-athlete, including current student-athlete's jersey numbers, as this is a violation of NCAA Rules and can negatively impact their eligibility
- Products featuring former student-athletes will require written approval from that person or their representative(s)



# Restricted Logos

- Use of the university seal is reserved for the President's Office
- University seal merchandise will not be approved and reorders of existing merchandise will not be allowed
- Aggie Moms' Clubs with university seal products should contact Rosa to discuss existing inventory

New Seal



Old Seal



# Restricted Logos

- The Lone Star logo is reserved for adidas for apparel and headwear
- Logos, images, or references to the Aggie Ring or Aggie Ring Day are not allowed on drinkware
- Please send all Aggie Ring designs to Rosa to review





# Reach out to Rosa!

- Assist in the communication with licensed vendors
- Approve new vendors for unique products
- Obtain logo files
- Review and approve product designs, especially university seal, Aggie Ring, or Bonfire designs
- Coordinate graphic support for club logos and marketing efforts

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The background of the slide is a dark, monochromatic photograph of the Texas State Capitol building. The building's iconic dome is at the top center, and the main entrance with its portico is visible below. The text "Thanks & Gig 'Em!" is overlaid in a large, white, sans-serif font in the center of the image.

Thanks & Gig 'Em!



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