



Aggie Moms' Boutique Workshop

Licensing Discussion

Recording in Process

Please hold
all questions
until the
end of the training!



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 – Work with key partners on activations, special product lines and programs.
 - @TAMUBrand – Follow us on Instagram and Twitter!
- 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



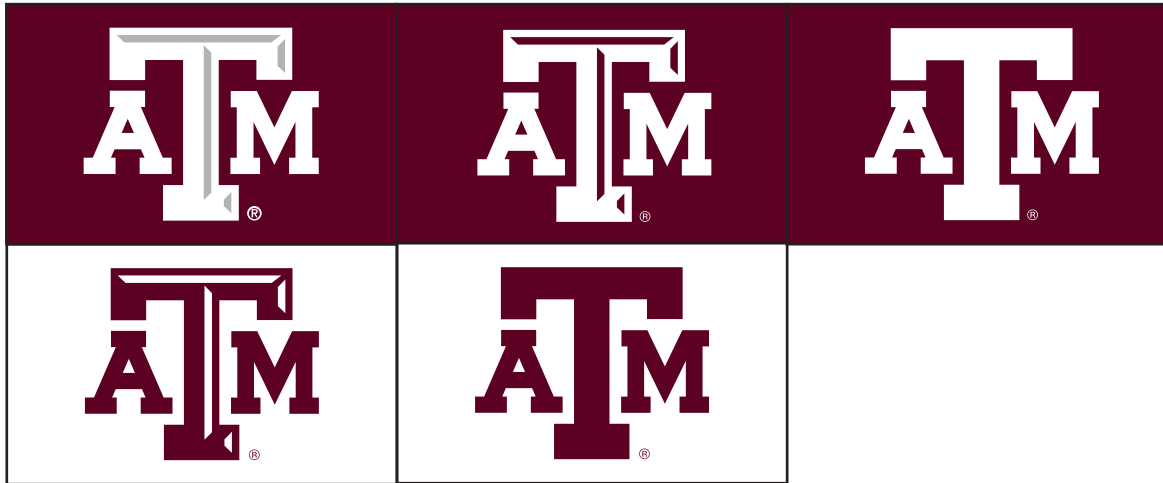
Working with Licensees

- Aggie Moms' Clubs should use licensed vendors when ordering any product bearing Texas A&M's trademarks
 - Retail licensees -
https://trademarks.tamu.edu/documents/Retail_Licensees.pdf
- 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 Scott 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, current or former student athletes without written approval from that person or their representative(s).
- Should you receive written permission, there are other policies that need to be followed. Reach out to Scott to discuss further.



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 Scott to discuss existing inventory

New Seal



Old Seal



Restricted Logos/Products

- We do not license glass pitchers
- Logos, images, or references to the Aggie Ring or Aggie Ring Day are not allowed on drinkware
- TAMU marks should not be used on any product that references ring dunk
- Please send all Aggie Ring designs to Scott for review



Reach out to Scott!

- 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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Recording will now be
turned off



Questions?





Thanks & Gig 'Em!



TEXAS A&M
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