



Trademark Policy

A. *Background*

The University has delegated the responsibility for maintaining, managing and licensing University trademarks to the Office of Trademark Licensing, which is a department within University Services. The Trademark Licensing Program has established procedures for licensing manufacturers to produce a variety of Princeton insignia merchandise. The Program also serves as a resource to University departments and officially recognized student groups when they wish to purchase or produce Princeton logo merchandise for Internal Use.

Princeton's registered trademarks include the names "PRINCETON UNIVERSITY", "PRINCETON", the Shield, and the "Clio Tiger" design. Other marks include variations of these listed marks, as well as tigers, the block "P", buildings and any other mark(s) associated with the University.

B. *Policy Statement*

1. All manufacturers producing goods bearing any of Princeton University's trademarks for commercial purposes must be licensed to produce, market and/or sell these products. Vendors selling goods directly to Princeton University for Internal Use, or to an official student agency, should also be licensed. A [list](#) of licensed vendors is available.
2. The University offers the ability to manufacture a variety of products, through a trademark license, which include but are not limited to: apparel, bags and backpacks, blankets, key chains, clocks, jewelry, glassware and mugs, leather goods, and lamps. (Refer to the TML website for a more complete list of [Proposed Licensed Products](#)). If a potential product does not appear on this list, please contact the [Office of Trademark Licensing](#) to inquire about licensing this product.
3. Among the products that the University does not license are items for official University business such as stationery, business cards, directories and items for official University ceremonies, food items, alcohol or tobacco-related items, weapons, and items in bad taste. (Refer to the TML website for a list of [Prohibited Items](#)).
4. An "®" indication must appear on all products bearing Princeton's registered marks and a "TM" on products containing any of Princeton's marks that are not yet registered.
5. Licensees are required to enter into a trademark licensing agreement with Princeton University. Inquiries regarding Princeton's terms should be directed to the [Office of Trademark Licensing Office](#).
6. Licensees are required to submit product samples and designs, using Princeton's identity systems ([Princeton Athletics/Spirit Identity](#) and the overall [University Identity](#)), for approval, prior to the production of any goods. Access to Princeton's identity systems is limited only to approved trademark licensees.

7. Language in advertising, promotional materials and websites must comply with the [Guidelines for External Businesses Using the Princeton University Graphic Identity System and Motto](#).
8. Princeton University restricts the use of images of the following campus buildings: Nassau Hall; Alexander Hall; Blair Hall (arch, tower and steps), FitzRandolph Gate and Lewis Library under the [Restricted Imagery Policy](#).
9. Princeton's trademarks must not be used in:
 - any way that discriminates or implies discrimination against any persons or groups based on age, race, color, religion, national or ethnic origin, sex, sexual orientation, gender identity, marital status, veteran status, or disability or in any other way that would be a violation of Princeton's non-discrimination policies or practices; and
 - conjunction with the name or trademark(s) of any other entity without Princeton's prior written permission. If Princeton grants permission to use both marks it is the responsibility of the licensee to obtain permission to use the marks of the other entity. In addition, the trademark(s) must be distinct and separate from each other and Princeton's trademarks must not be overshadowed or diminished in any way in comparison to the other entity's trademarks.
10. International licensees follow the same requirements as U.S. licensees.
11. Purchasing or Producing Princeton Insignia Merchandise for Internal Use

Internal Use means "use for or by Princeton, its departments, offices, colleges, business units, academic units, student clubs or authorized student groups or organizations." Merchandise purchased/produced for these groups imprinted with Princeton's name, logos and marks may be exempt from paying royalties if the items:

- will be given away (without charge); or
- are for sale to the public, and are sold directly (not via a retailer) with all proceeds benefiting the University or authorized non-profit student group.

To become eligible for the royalty exemption, contact the [Associate Director for Trademark Licensing](#) and state how the item will be used and the name of the company producing the item. Only licensed manufacturers may reproduce the Princeton's name, logos and marks. If the company you have chosen is not licensed, the [Office of Trademark Licensing](#) will recommend a licensed company or may license the company of your choice on a special, limited-term basis.

- C. *Responsible Executive*** – Vice President for University Services
- D. *Responsible Office*** – Office of Trademark Licensing
- E. *Contact*** – Associate Director of Trademark Licensing
- F. *Effective Date*** – September 1, 2013