



## Policies and Procedures Manual

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Title: Trademarks and Licensing Policy  
Policy Administrator: Director of Auxillary Services  
Effective Date: Jan-04-2010  
Approved by: Vice President for Administration and Finance

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### **Purpose:**

This document is intended to inform the College community, as well as any interested parties, of the policies regarding the College's licensing program for the use of its trademarks and other symbols which have become associated with the College. The College name, logo and seal are registered trademarks. The licensing program protects the name and logos of Holy Cross from undesirable commercialism and protects the College's integrity and legal liability through its internal quality assurance and product approval process.

### **Policy:**

#### **1.0 Use of Trademarks**

##### **1.1 *University Departments***

Departments may use College marks, after approval from the Director of Auxiliary Services, to raise funds for an organization or for charitable support. Merchandise must be processed/manufactured using an approved licensee. The licensee is responsible for submitting the product and artwork for approval through the College's licensing partner, the Licensing Resource Group. The licensee may be required to pay royalties on the product. Such determination will be made by the Director of Auxiliary Services. For a list of current licensees complete with contact information and product information, go to <http://www.lrgusa.com>, click "Licensing", underneath that and in blue click "Licensee and Products List", search for Holy Cross and then click "View". Questions can be directed to Licensing Resource Group at (401) 396-5588 or the Auxiliary Services Department at (508) 793-2772.

## **1.2** *Student Groups*

Recognized student organizations should work through the Office of Student Involvement to obtain initial approval for any purchase of merchandise bearing any of the marks of the College. Merchandise must be processed/manufactured using an approved licensee. The licensee is responsible for submitting the product and artwork for approval through the College's licensing partner, the Licensing Resource Group. In most cases, there will be no royalty payments required. Such determination will be made by the Director of Auxiliary Services. For a list of current licensees complete with contact information and product information, go to <http://www.lrgusa.com>, click "Licensing", underneath that and in blue click "Licensee and Products List", search for Holy Cross and then click "View". Questions can be directed to Licensing Resource Group at (401) 396-5588 or the Auxiliary Services Department at (508) 793-2772.

## **2.0** **Licensing**

Any person or organization wishing to use any of the College's marks must apply for a license from the Licensing Resource Group who manages the College's trademark licensing program. Licensing Resource Group is a full service licensing and brand management company. Licenses will be granted to those persons or organizations who meet all requirements as stipulated in the license application and whose products or services are deemed appropriate.

### **2.1** *Type of License*

Any interested person or organization may apply for a standard license or an internal usage license. A standard license allows you to produce products for resale, including, but not limited to, wholesale and retail. An internal usage license allows you to produce products intended to be sold directly to the College that are not for resale. This does not include sales to the College Bookstore.

### **2.2** *Approval of Artwork*

The Director of Auxiliary Services will approve all artwork and designs as submitted to Licensing Resource Group.

## **3.0** **Unauthorized Use**

Holy Cross partners with the Licensing Resource Group and if necessary, law enforcement agencies to enforce its trademark rights. The College is committed to the protection of its marks and the reputation they represent. No use of the College's trademarks is permitted without the written consent of the Director of Auxiliary Services.

**Forms:**

Title
Title

**Related Information:**

Title Licensing Resource Group Website
Title

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Policy # 320000-001  
Date of Last Review Apr-18-2012