



A Student's Guide to

TRADEMARKS AND LICENSING

at LEHIGH UNIVERSITY

Objectives

- Inform students about Trademarks and Licensing rules and guidelines so that they will use Lehigh's trademarks legally and responsibly.
- Provide students with the resources needed to successfully and easily create their own designs and ideas using Lehigh logos and marks.

What Is a Trademark?

trade-mark

noun

Any name, symbol, figure, letter, word, or mark adopted and used by a manufacturer or merchant in order to designate his or her goods and to distinguish them from those manufactured or sold by others. A trademark is a proprietary term that is usually registered with the Patent and Trademark Office to assure its exclusive use by its owner.

What Is a License?

li-cense

noun

Formal permission from a governmental or other constituted authority to do something, as to carry on some business or profession.

About Lehigh T&L

- Maintain Lehigh's prestige
- Communicate the Lehigh brand
- Ensure high quality, appropriate merchandise

Some of Lehigh's Logos



How T&L Affects Students

- Designing T-shirts
- Creating promotional products
- Using logos on written documents

Steps to Receive T&L Approval

1

Develop your idea or design.



Steps to Receive T&L Approval

2

Identify a university-approved vendor.

Check out these recommended sources:

- lehighpromos.com
- lehigheasypromos.com

Steps to Receive T&L Approval



Send in your order to the chosen vendor.

You will then receive a quote from the vendor.

Steps to Receive T&L Approval

4

Receive approval or disapproval.

The vendor will submit the design to Strategic Marketing Affiliates, Inc. Lehigh has partnered with SMA to assist in the management of the T&L program. If the design is disapproved, you will receive directions on how to proceed.

Resources

- For information regarding the Lehigh brand and its visual identity, visit the Communications and Public Affairs website:
<http://www4.lehigh.edu/communications>
- For additional T&L information, visit our website:
<http://www.lehigh.edu/~inubs/licensing>

Contacts

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Thank you for following Lehigh's T&L
rules and guidelines!