Licensing Approval Process for Using OU Names, Logos and Trademarks for Student Organizations

Student Organizations interested in using OU trademarks are required to seek approval through OU Student Affairs and OU Licensing. OU trademarks include logos, words, phrases, abbreviations, and color schemes.

The process is simple and allows the University the opportunity to ensure the proper use of its name and trademarks. In order to be eligible to use University Trademarks, student organizations must be registered with Student Affairs.

Steps to obtain approval for use of OU trademarks:

1. Complete sections 1 – 4 of the Trademark Licensing Approval Form and obtain a proof of the artwork from an approved licensee (a list of licensees approved to produce merchandise with OU trademarks can be found at soonerports.com/licensing).

2. Complete section 5 by submitting both the Trademark Licensing Approval Form and proof of artwork to Student Life, located in the Student Union, Room 370.

3. Section 6 is the final approval by OU Trademark Licensing. Please allow a minimum of two weeks for processing, which could include design revisions.

Designs are approved for the current academic year, and reorders with the same licensee may be placed without resubmitting.

Licensing guidelines, a list of trademarks and logos, and a list of licensees can be found at soonerports.com/licensing.
Types of Student Organizations at the University of Oklahoma:

A. OU Student Government Association (SGA) Administrative Organizations

OU Student Government Association Administrative Organizations have one or more unpaid volunteers (officers), which makes the organizations entities of OU.

- Undergraduate Student Congress
- Campus Activities Council
- Student Government Executive Branch
- Sooner Freshman Council
- Graduate Student Senate
- Sooner Freshman Council
- General Counsel

OU Student Government Association Administrative Organizations are allowed to use virtually all OU trademarks, including the interlocking OU. The OU Seal (and depiction of the Seed Sower) is used for official university purposes. SGA Administrative Organizations must include their organization verbiage or marks on all designs. SGA Administrative Organizations submitting designs using only college/departmental marks must have Dean’s approval.

B. Registered Academic Student Organizations

OU Registered Academic Student Organizations are those organizations that have been approved by their college student services and/or dean’s office. The academic dean accepts responsibility for the activities and events of the organization.

Examples of Registered Academic Student Organizations may include college classes or councils. Interest groups that have no association to external entities may be considered registered academic student organizations, though approval from the respective college dean is required. Registered academic student organizations have no affiliations to external entities.

Registered Academic Student Organizations are allowed to use virtually all OU trademarks, including the interlocking OU. The OU Seal (and depiction of the Seed Sower) is used for official university purposes. Registered Academic Student Organizations must include their organization verbiage or marks on all designs. Registered Academic Student Organizations submitting designs using only college/departmental marks must have Dean’s approval.

C. Registered Student Organizations

Registered Student Organizations are not entities of OU, and their activities are not sponsored or endorsed by OU. Registered Student Organizations operate with guidance from faculty/staff advisers, but are not part of the legal entity of the University. The groups’ purpose and activities are not sponsored or endorsed by OU. The University recognizes these groups as independent entities, but grants them certain advantages through affiliation (registration) with the University.

Common RSOs at OU are student affiliates of state or national professional associations. Though these groups are comprised of students and often academic/professional in nature, the connection to external associations precludes them from being recognized as entities of the University.

Registered Student Organizations are permitted to use the following verbiage: “The University of Oklahoma,” “Oklahoma,” and “Sooner(s).” RSOs are not permitted to use the interlocking OU, OU Seal, and Schooner, or any other OU logos. Registered Student Organizations must include their organization verbiage or marks on all designs.
Trademark Licensing Approval Form  
The University of Oklahoma – Norman Campus  
Student Organizations Internal Use/Charitable Causes

Prior to ordering or selling any merchandise, Student Organizations must submit this form with sections 1-5 completed and a copy of the artwork to Student Life, Oklahoma Memorial Union, Office 370. Please allow a minimum of two weeks for processing, which may include design revisions.

**1 STUDENT ORGANIZATION**

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<tr>
<th>Org. Name</th>
<th>Contact Name</th>
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**2 LICENSEE/MANUFACTURER INFORMATION***

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Contact Name</th>
<th>Address</th>
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*Note: Manufacturers must be a licensee of the University of Oklahoma. For a complete list of approved companies, please visit soonersports.com/licensing, click on student organizations, then one of three current OU licensee lists.*

**3 PRODUCT INFORMATION**

Distribution Channels (Who and Where):

For fundraisers, all (100%) of the proceeds will go to:

**DESIGN 1**

Product (Please be specific): __________________________________________________________

Quantity: __________________________________________ Cost $ / Unit from Manufacturer: __________

Is the product for internal consumption (not to be resold)? □ Yes □ No - Resale Price: __________

**DESIGN 2 (IF MULTIPLE PRODUCTS, LIST BELOW)**

Product (Please be specific): __________________________________________________________

Quantity: __________________________________________ Cost $ / Unit from Manufacturer: __________

Is the product for internal consumption (not to be resold)? □ Yes □ No - Resale Price: __________

**DESIGN 3**

Product (Please be specific): __________________________________________________________

Quantity: __________________________________________ Cost $ / Unit from Manufacturer: __________

Is the product for internal consumption (not to be resold)? □ Yes □ No - Resale Price: __________

**DESIGN 4**

Product (Please be specific): __________________________________________________________

Quantity: __________________________________________ Cost $ / Unit from Manufacturer: __________

Is the product for internal consumption (not to be resold)? □ Yes □ No - Resale Price: __________

The University of Oklahoma, Norman • Student Life  
900 Asp Avenue, Room 370 • Norman, OK 73019  
P: (405) 325-3163 • F: (405) 325-7493 • cbao@ou.edu • http://www.ou.edu/studentlife
## ADVISER APPROVAL

- **I have reviewed and approve the attached request for consideration.**
- **Name:** ___________________________  
  **Signature:** ________________  
  **Date:** ________________
- **Phone:** ___________________________  
  **E-mail:** ___________________________

## OU STUDENT AFFAIRS APPROVAL

- **I have reviewed and approve the attached request for consideration by OU Trademark Licensing.**
- **Comments:** ____________________________________________________________________________
- **At the University of Oklahoma, the above named group is a:**
  - □ SGA Administrative Organization  
  - □ Academic Affiliated Registered Student Organization  
  - □ Registered Sports Club  
  - □ Registered Student Organization
- **Name:** ___________________________  
  **Signature:** ________________  
  **Date:** ________________
- **Phone:** ___________________________  
  **E-mail:** ___________________________

## OU TRADEMARK LICENSING APPROVAL

- **Product:** □ Approved  
  □ Approved Pending Changes  
  □ Denied
- **Comments:** ____________________________________________________________________________
- ________________________________________________________________________________________
- ________________________________________________________________________________________
- ________________________________________________________________________________________
- ________________________________________________________________________________________

- **Order to be Royalty Exempt:** □ Yes  
  □ No
- **Name:** ___________________________  
  **Signature:** ________________  
  **Date:** ________________

*Conceptual approval only. Licensee must upload final artwork for approval on myiCLC*