

SINGLE-ORDER TRADEMARK LICENSE AGREEMENT

(For Campus Users Only)

A Single-Order Trademark License Agreement provides, at no cost to the campus unit or the supplier of a product or service, an efficient means to license a company to use names and marks representing the campus. In order to eliminate the licensing fees, the Office of Trademarks and Licensing Office works directly with the campus department or organization to complete the licensing process for the vendor. Upon acceptance of the order, the vendor agrees to the terms of the Single-Order License provided with the approved art work.

Single-Order Trademark License Guidelines

Eligibility*: This license will apply only to orders for clients that: a) originate from campus departments and organizations, and b) will not be resold above cost or used for commercial promotional purposes.

Description: A Single-Order Trademark License must be issued before a campus department or organization may order products bearing names and marks of the campus. The supplier will provide the required license information to the specific campus department or organization that is responsible for submitting the request. Upon acceptance of the order, the supplier agrees to the license terms identified at the bottom of this form.

Process:

1. The Campus Department/ Organization, prior to the issuing of *EACH* purchase order/ reorder, will be required to submit a Request for a Single-Order Trademark License form to the campus trademark licensing office. The form will identify basic information for the one-time license including:

- the product, with a brief description;
- the design, illustrating the campus names and marks to be used;
- the supplier and source of imprinting;
- the intended use of the product (e.g., resale, office, award)
- the required delivery date; and
- the campus licensing terms.

Note: The campus department or organization will be responsible for licensing related costs, if any (e.g., custom camera-ready art).

2. The Campus Trademark Office will log and review the completed request. If the campus trademark licensing requirements have been met, a Single-Order Trademark License will be issued by the office and released to the campus department/ organization for attachment to the purchase order. Note: Approval by the trademark office of all artwork to be reproduced must be secured with each license request.

3. The Supplier of the product or service agrees to the campus trademark licensing terms defined in the Single-Order Trademark License issued by the campus trademark office upon accepting the purchase order.

** If you do not meet the qualifications, the vendor must complete standard trademark or promotional licensing requirements. For more information, contact the campus trademark licensing office.*

Items Excluded From Campus Trademark Licensing:

The following items are excluded from licensing and may not be produced with any campus names, logos or other markings.

<ul style="list-style-type: none">• Alcoholic beverages.• Tobacco and smoking products.• Toiletries and certain food products.• Sexually oriented goods.• Health and skin care products.• Goods related to gambling, lotteries, and sweepstakes.	<ul style="list-style-type: none">• Religious or burial goods.• Products of a political nature.• Goods that include names or pictures of current students (e.g., athletes).• Services of any kind (e.g., moving companies, area entertainment programs or tour services).	<ul style="list-style-type: none">• Goods making unfavorable references to race, religion, sex, national origins or handicaps.• Sunglasses and certain sport/ athletic equipment.• Products in "poor taste", including bathroom products.
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FOR MORE INFORMATION CONTACT: **UB OFFICE OF TRADEMARKS AND LICENSING/** 232 Crofts Hall/ Buffalo, NY 14260/ 716-673-3376