Policy Name: Trademark and Service Mark Use   **Policy Number:** L-4

Functional Area(s) Responsible: Enrollment Management

Owner(s) of Policy: Marketing

Most Recent BOT Approval Date: September 2011

Most Recent Review Date: Spring 2023

Most Recent Review/Revision Type: none   minor/non-substantive   substantive/extensive

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Policy Statement:

The Finger Lakes Community College trademarks and service marks are intended to present a positive image of the College. The Finger Lakes Community College Marks are not to be used in the name of a business, in advertising, as part of another mark or logo, or on a product in a way that could state or imply an endorsement.

The Finger Lakes Community College Marks are not to be provided to any off-campus organization without prior approval. The Finger Lakes Community College Marks are not to be used in any way that will discriminate against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of the College's anti-discrimination policies.

e's trademarks and service marks.

Applicability of Policy:

This policy applies to employees, students, academic departments, administrative divisions/departments, alumni organizations, the Finger Lakes Community College Foundation, the Finger Lakes Community College Association, Student Corporation, student organizations, informal and ad hoc groups, and outside vendors and community members.

Definitions:

Trademark (including service marks) - includes any word, name, symbol or device, or a combination of them, used to associate goods (or services) with a particular entity and to distinguish them from the goods (or services) of others. A trademark may only be used by or with the consent of the owner thereof.

License - an agreement for the right to use someone's trademarks.

Related Documents:

Federal Trademark Law, Title 15, U.S.C., section(s) 1051 et seq.