



Applies to: Any supplier that desires to use The Ohio State University name and/or trademarks as an endorsement of goods, services, or events.

Responsible Office

Office of Business and Finance

POLICY

Issued: 07/01/1975
Revised: 12/01/2006
Edited: 06/01/2019

Suppliers providing products or services to the university are not permitted to use the university's name or other identifying marks for advertising purposes, references, or client lists without the written consent of the director of trademark and licensing services.

This policy statement must appear on and be made a part of all quotations for price, purchase orders, and other agreements entered into with external suppliers.

Purpose of the Policy

To ensure that references to The Ohio State University in supplier's advertising do not reflect unfavorably on the university and that any references to the university's use of a product or service are made only with the university's express prior approval.

PROCEDURE

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- I. Requests
 - A. Requests from suppliers to use the university's name and/or other identifying marks for purposes of advertising, including references/client lists, must be submitted to the director of trademark and licensing services at least seven days prior to the date on which approval is requested.
 - B. Each request must contain:
 - 1. A written and graphic representation of the advertising, identification of the medium or media to be used, the duration of the advertising, and the market to which the advertising will be directed.
 - 2. Documentation detailing the project conducted for a university unit and any supporting information as appropriate.
- II. Approvals – Requests submitted to the director of trademark and licensing services will be approved under the following conditions:
 - A. No representation, either expressed or implied, is made as to the university's promotion or endorsement of the supplier's products and/or services, unless a previously approved sponsorship or marketing agreement is in effect;
 - B. No representation is made as to university sponsorship of any activity, event, or enterprise advertised by the supplier, unless the university or one of its units is a sponsor of the activity, event or enterprise;
 - C. No written or graphic representation is made of the products and/or services provided by the supplier to the university; and
 - D. No information is given concerning the supplier's agreement with the university.



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III. Exceptions – Any exceptions to this policy must be approved in writing by the senior vice president for business and finance.

Responsibilities

Position or Office	Responsibilities
Supplier	<ol style="list-style-type: none"> 1. Do not use the university's name or other identifying marks for advertising purposes, references, or client lists without the written consent of the director of trademark and licensing services. 2. Submit requests to the director of trademark and licensing services at least seven days before the date on which approval is requested. 3. Include in each request: A written and graphic representation of the advertising; identification of the medium or media to be used; the duration of the advertising; and, the market to which the advertising will be directed; and, documentation detailing the project conducted for a university department unit and any supporting information as appropriate.
Director of trademark and licensing services	<ol style="list-style-type: none"> 1. Ensure that references to The Ohio State University in supplier's advertising do not reflect unfavorably on the university, and that any references to the university's use of a product or service are made only with the university's express prior approval. 2. Review requests from suppliers providing products or services to the university to use the university's name or other identifying marks for advertising purposes, references, or client lists. 3. Grant requests consistent with the policy and procedure. 4. Obtain written approval from the senior vice president for business and finance for any policy exceptions.

Contacts

Subject	Office	Telephone	E-mail/URL
Policy questions	Trademark and Licensing Services, Office of Business and Finance	614-292-1562 Fax 614-292-2023	trademarklicensing.osu.edu/page/home

History

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