



**THE UNIVERSITY of  
NEW ORLEANS**

**Policy No:** AP-OP-23.2  
**TITLE:** Use of University Indicia  
**EFFECTIVE DATE:** March 14, 2014\*  
 (\*Policy Revised, see below)  
**CANCELLATION:**  
**REVIEW DATE:** Fall 2023

**ADMINISTERED BY:** Office of the President

**PURPOSE**

To protect and control the use of University of New Orleans indicia as well as the products, promotions, and advertising on which those indicia are used.

**AUTHORITY**

*Part Two, Chapter III, Section IV of the Bylaws and Rules of the University of Louisiana System.*

**DEFINITIONS**

1. "Indicia" means the designs, trademarks, tradenames, service marks, logos, and symbols, including, without limitations, the designations "University of New Orleans," "UNO," "Privateers," and other designs, seals and symbols which have come to be associated with the University.
2. "Licensed Articles" means merchandise or products bearing one or more of the indicia.
3. "Royalties" means a defined percentage of the net sales of the licensed articles/premiums as set forth in the licensing agreement.
4. "Premiums" means any article given free or sold at less than the usual selling price for the purpose of increasing the sale of, or publicizing any other product or service, or for any other giveaway or promotional purpose.

**GENERAL POLICY**

It is University policy to control the use of its indicia in any commercial, promotional, or private use. Any person, organization, or company wishing to manufacture and/or sell articles/premiums bearing University indicia must be licensed by the University's licensing agent or must purchase these articles/premiums from a manufacturer licensed by the same.

The University will pursue a "no exemption" licensing policy. Manufacturers are not exempt from licensing procedures even if merchandise is produced for resale or used as premiums by the University. For this reason, campus retail outlets will not have any advantage over outside outlets.

The University shall protect its indicia from unauthorized use by auditing the marketplace for infringers. All licenses are required to have sufficient product liability insurance to protect the University from claims, as defined in the licensing agreement.

The University participates in a collegiate licensing program. This program will actively seek new licensee and retail outlets and work with these companies and outlets on approved promotions. Designees in the University Marketing Office, and the Department of Athletics, respectively, will assist units in complying with the policy. (University Marketing Office approves all things non-athletic.) These designees also approve merchandise through LRG's licensing program.

University departments, organizations, or merchandise outlets shall not purchase, sell, or use as premiums unlicensed articles.

All items with University indicia which are not for resale or sold at cost or below cost to organizations' membership are not subject to royalty fees.

All items with University indicia purchased or manufactured for resale for a profit are subject to royalty fee regardless how small the net profit.

All items with University indicia sold to the general public are subject to royalty fees regardless if sold at cost, below cost, or for a profit.

All items must be approved by the University Marketing Office. See AP-OP-21.2 for procedure.

## **PROCEDURES**

Procedures for use of the University indicia in any commercial, promotional, or private use can be found at [University Indicia Procedures](#).



John W. Nicklow  
President  
University of New Orleans

*\*Policy Updates:*

*Revisions: 02/04/2021*

*07/12/2016*