



UNIVERSITY OF RICHMOND

Policy Manual

Policy #:	PRM-3001	Policy Title:	Use of University Marks on Merchandise
Effective:	01/22/2024	Responsible Office:	Collegiate Licensing
Date Approved:	01/22/2024	Approval:	Executive Vice President & Chief Operating Officer
Replaces Policy Dated:	01/01/2021	Responsible University Official:	Sr. Associate Vice President for Campus Operations

PURPOSE:

The purpose of this policy is to protect and promote the use of authorized University marks, as defined below, on merchandise in support of University brand standards, to provide guidance for the purchase and use of merchandise bearing University marks, and to ensure the proper assignment and collection of royalties.

SCOPE:

This policy applies to the use of University of Richmond's marks on merchandise, by the University, its Affiliates, and any entity outside the University intending to use University marks on merchandise.

As used in this policy, the term "Affiliates" means organizations or entities in which the University owns a controlling interest or has the right to elect the majority of the entity's governing board. If there are questions in this section please contact the office of Collegiate Licensing.

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POLICY STATEMENT:

PRM-3001.1 – Definitions

Agent: Third party that administers the licensing process and contracts with licensees on behalf of a licensor.

Co-branding or Cross-licensing: When two or more licensors trademarks are used together on a product.

Give Away Merchandise: Merchandise purchased and distributed free of charge to specific recipients.

Licensee: The manufacturer of a product.

Licensor: The trademark owner, in this case the University of Richmond.

Logo: A graphic mark or emblem used by commercial enterprises, organizations, and individuals to aid and promote instant recognition.

Merchandise: Manufactured goods that are bought and sold in business. For example: clothing, household and sporting items, spirit items, and decals.

Promotional Licensing: The use of University trademarks by a third party to promote or advertise that party's business in a way that implies association with the University.

Royalty Rate: the percentage collected by a licensor for the use of its mark.

Seizure: An action taken to remove unauthorized merchandise from a vendor or distributor.

Trademark: A word, logo, or package design, or a combination, used by a manufacturer or merchant to identify its goods and distinguish them from others.

Trademark Designation: the symbol used to denote a trademark (® for registered trademarks, ™ designating a claim on an unregistered mark).

Uniform: Apparel required by department policy to be worn only on the job and during working hours. This includes athletic uniforms or apparel required by the athletic department to be worn during practice, games, and when representing the University during officially-sanctioned events.

University Purchaser: Individual employed by the University of Richmond.

Wordmark: Any word or words used by the university as a trademark or service mark. Examples include the wordmarks “UR” or “University of Richmond.”

PRM-3001.2 – Policy

The University's marks and symbols are a significant representation of our University and there are strict rules and guidelines surrounding their usage. All logos must be approved or created by University Communications. Attempts to create new University logos, or to recreate existing logos, without approval, are not permitted.

Reproduced marks may not be altered in any way and the proper trademark or registration designation must be included in the design. Refer to the University's Brand Center for further information.

All merchandise bearing University of Richmond marks must be acquired from UR-licensed vendors (also called licensees). All artwork on merchandise must be approved by the office of Collegiate Licensing before production begins.

A contracted licensing agency manages licensing on behalf of the University. Through this agent, licensees submit all products and artwork for approval through a licensing website prior to production and, except where exempted in the policy, pay royalties to the University.

Merchandise produced by an unlicensed vendor or produced without prior artwork approval through the official licensing website may be considered counterfeit and may be confiscated.

Co-branding

When two or more licensors trademarks are used together on a product, the University of Richmond brand standards must be followed.

Additionally, the University mark must be equal or greater in size than the co-brand in size, and hold a prominent position, unless Collegiate Licensing agrees, in writing, otherwise.

Royalties

Subject to the exemptions set forth below, all licensees pay royalties on products that carry University trademarks and/or logos.

Royalty Exemptions

The following categories of goods are exempt from royalties:

- Items bearing the University of Richmond official seal (example: official diplomas, certifications; University chair with seal, as a gift).
- Orders for sports uniforms, practice apparel and equipment purchased by the athletic department for internal consumption. Uniforms used to fulfill essential job function.

Product Exclusions

These products are not permitted to carry any of the University's trademarks:

- Lighters
- Pocketknives
- Any products specifically related to alcohol, gambling, tobacco, or weapons, or sexual products.

Promotional Licensing

Use of the Silhouette Spider

The Spider must always be tilted at the proper 15-degree angle.

The Silhouette Spider may not stand alone on the following types of apparel and goods:

- Outerwear (including coats, jackets, and vests);
- Active sportswear clothing (including fleece pullovers, t-shirts, shirts, moisture-wicking tops, sweatshirts, sports leggings, sweatpants, and shorts)
- Footgear;
- Headwear (including baseball caps, wool hats);
- Eyewear (including sunglasses and goggles);
- Gloves;
- Bags (including bookbags, backpacks, sports bags, and carry bags)
- Ski or snowboard equipment and accessories; and
- Cycling equipment and accessories.

When the Silhouette Spider mark appears on the apparel and other goods listed above, it must appear immediately adjacent to the words “University of Richmond,” “Richmond Spiders,” “UR,” or “Richmond.”

The Silhouette Spider design may continue to appear, by itself, on official University of Richmond uniforms worn by athletic teams and coaching staff during Richmond sporting events, and on official Richmond uniforms worn by Richmond personnel during working hours.

The Silhouette Spider design may appear alone on apparel and other goods not listed above.

Contact the office of Collegiate Licensing with questions about the permitted uses of the Silhouette Spider design.

PRM-3001.3 – Procedures

University purchasers:

- University entities seeking to use the mark on merchandise must contact a licensed vendor or the Spider Shop’s general merchandise buyer to design and obtain merchandise. These entities have access to University marks. Marks will not be distributed directly to the purchaser.
- Once the item has been designed, the vendor will submit the design for approval through an official licensing web site, where it will undergo review by the office of Collegiate Licensing. Once the artwork has been approved, the vendor may move forward with production.
- Questions on this procedure, the use of marks on merchandise, or assistance with vendors may be directed to the office of Collegiate Licensing. A list of licensed vendors may be obtained on the University of Richmond licensing website or by contacting Collegiate Licensing.

Non-university purchasers:

Individuals not employed by the University of Richmond desiring to use University of Richmond marks must contact the office of Collegiate Licensing directly.

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RELATED POLICIES:

FIN-4101 Use of University Funds and Financial Responsibilities

POLICY BACKGROUND:

Policy reviewed by President’s Cabinet on December 14, 2020 and approved by EVP and CFO on December 15, 2020.

Revisions reviewed by President’s Cabinet and approved by EVP and COO on January 22, 2024.

Non-substantive updates made on May 7, 2024 with approval from EVP and COO.

POLICY CONTACTS:

Director, Collegiate Licensing

Executive Director, Campus Business Services