

UMASS STUDENT GROUPS & ORGANIZATIONS USING THE UNIVERSITY MARKS & INSIGNIA

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“There are **SIX** necessary steps in the On-Campus Licensing Process to use protected University names, marks, logos, seals and insignia.”



GET STARTED ON YOUR PROJECT!

Our office is happy to consider your request to use the University of Massachusetts' brand, logos, insignia or names for your Registered Student Organization (RSO). We will respond to your request as soon as possible by email, please be sure to review the material below.

Common Student and University Dept. Q&A

For additional inquiries, please contact Evelin at eszymbor@umass.edu

Q: My RSO, Student Group or Department is interested in ordering T-Shirts etc. for an upcoming event; where do we start?

A: All student groups must be registered and up-to-date with the University's Campus Pulse as well as have a current advisor that can serve as the main correspondence to the group's pursuit. See the Six Licensing Steps below. Student groups, check out:

<https://umassamherst.collegiatelink.net/>

Q: Can I choose my own company to make T-Shirts (items)?

A: Our office offers a vast selection of Licensed Vendors that uphold the University's Code of Conduct as well as the Fair Labor Association/Worker's Rights Consortium standards- we prefer you choose from our Vendor Directory. To have another perspective vendor considered, please email David Curley at dpcurley@umass.edu

Six Steps of the On-Campus Licensing Process

STEP 1.

Get creative! Pick your design or marketing idea for an upcoming event or University Registered Student Organization (RSO).

STEP 2.

What will it go on? Pick the product that you'd like the design to be printed on. Examples: T-Shirts, Mugs, Pens, Hats... the possibilities are endless!

STEP 3.

Pick a Licensed Vendor from our approved directory. For help on finding the products you want, email Evelin Szymborn at eszymbor@umass.edu

STEP 4.

Email the Licensed Vendor directly to submit your design idea or pick from their templates. Be sure to send them the filled out [Licensing Royalty Waiver](#) (← Click here for form)

STEP 5.

The Vendor will email us the artwork proof along with the Royalty Waiver you sent them for approval. Be sure that they send artwork to both dpcurley@umass.edu as well as eszymbor@umass.edu. The office will verify that the vendor is licensed, the product will meet product quality standards and that the University Name, Logos and Insignia are being used in an approved manner.

STEP 6.

The Trademark and Licensing Administration approves the proof or re-edited draft and the order is sent into production! Your products arrive at your desired pickup location.

For additional information and forms, visit us at <http://www.umassauxiliaryservices.com/licensing/>

**University of
Massachusetts
Trademark & Licensing
Administration**

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