



## **Licensing Approval Process for Using OU Names, Logos and Trademarks for OU-Tulsa Student Organizations**

*Student Organizations interested in using OU trademarks are required to seek approval through OU-Tulsa Student Affairs and OU Licensing. OU trademarks include logos, words, phrases, abbreviations, and color schemes.*

The process is simple and allows the University the opportunity to ensure the proper use of the name and trademarks. In order to be eligible to use University Trademarks student organizations must be registered with the OU-Tulsa Student Government Association (OUTSGA) and OU-Tulsa Student Affairs. A digital copy of the Trademark Licensing Approval Form is located on the OU-Tulsa Student Government Association website ([http://www.ou.edu/content/tulsa/student\\_affairs/OUTSA.html](http://www.ou.edu/content/tulsa/student_affairs/OUTSA.html)) under the “Forms” tabs.

Steps to obtain approval for use of OU trademarks:

1. Complete sections 1 – 5 of the *Trademark Licensing Approval Form* and obtain a proof of the artwork from an approved licensee (a list of licensees approved to produce merchandise with OU trademarks can be found at [soonersports.com/licensing](http://soonersports.com/licensing)).
2. Submit the *Trademark Licensing Approval Form* to OU-Tulsa Student Affairs, Room 1C76 in the main academic building, to complete section 6 of the form. If approved, OU-Tulsa Student Affairs will forward to Trademark Licensing.
3. Section 7 is the final approval by OU Trademark Licensing. Please allow a minimum of 2 weeks for processing, which could possibly include design revisions.

Designs are approved for the current academic year, and reorders with the same licensee may be placed without resubmitting.

Licensing guidelines, a list of trademarks and logos, and a list of licensees can be found at [soonersports.com/licensing](http://soonersports.com/licensing).

The University of Oklahoma, Tulsa • Student Affairs  
4502 E. 41<sup>st</sup> Street, Room 1C76 • Tulsa, OK 74135  
P: (918) 660-3100 • F: (918) 660-3101 • [TulsaSA@ou.edu](mailto:TulsaSA@ou.edu) • <http://tulsa.ou.edu/studentaffairs>

# Trademark Licensing Approval Form

The University of Oklahoma – Tulsa Schusterman Center  
Student Organizations Internal Use/Charitable Causes

## Types of Student Organizations at OU- Tulsa Schusterman Center:

### A. OU-Tulsa Student Government Association (SGA) Administrative Organizations

OU-Tulsa Student Government Association Administrative Organizations have one or more unpaid volunteers (officers), which makes the organizations entities of OU.

- College of Allied Health Student Association (CAHSA)
- Social Work Student Association (SWSA)

OU-Tulsa Student Government Association Administrative Organizations are allowed to use virtually all OU trademarks, including the interlocking OU. The OU Seal (and depiction of the Seed Sower) is used for official university purposes. SGA Administrative Organizations must include their organization verbiage or marks on all designs. SGA Administrative Organizations submitting designs using only college/departmental marks must have Dean's approval (see step 5).

### B. OU-Tulsa Registered Academic Student Organizations

OU-Tulsa Registered Academic Student Organizations are those organizations that have been approved by their college student services and/or dean's office. The academic dean accepts responsibility for the activities and events of the organization.

Examples of OU-Tulsa Registered Academic Student Organizations may include college classes or councils. Interest groups that have no association to external entities may be considered registered academic student organizations, though approval from the respective college dean is required. Registered academic student organizations have no affiliations to external entities.

OU-Tulsa Registered Academic Student Organizations are allowed to use virtually all OU trademarks, including the interlocking OU. The OU Seal (and depiction of the Seed Sower) is used for official university purposes. Registered Academic Student Organizations must include their organization verbiage or marks on all designs. Registered Academic Student Organizations submitting designs using only college/departmental marks must have Dean's approval.

### C. OU-Tulsa Registered Student Organizations

Registered Student Organizations are not entities of OU, and their activities are not sponsored or endorsed by OU-Tulsa. Registered Student Organizations operate with guidance from faculty/staff advisers, but are not part of the legal entity of the University. The groups' purpose and activities are not sponsored or endorsed by OU. The University recognizes these groups as independent entities, but grants them certain advantages through affiliation (registration) with the University.

Common RSOs at the OU-Tulsa are student affiliates of state or national professional associations. Though these groups are comprised of OU-Tulsa students and often academic/professional in nature, the connection to external associations precludes them from being recognized as entities of the University.

OU-Tulsa Registered Student Organizations are permitted to use the following verbiage: "The University of Oklahoma," "The University of Oklahoma- Tulsa Schusterman Center," "OU-Tulsa," "Oklahoma," and "Sooner(s)." RSOs are not permitted to use the interlocking OU, OU Seal, and Schooner, or any other OU logos. OU-Tulsa Registered Student Organizations must include their organization verbiage or marks on all designs.

**Trademark Licensing Approval Form**  
The University of Oklahoma – Tulsa Schusterman Center  
Student Organizations Internal Use/Charitable Causes

**Prior to ordering or selling any merchandise**, Student Organizations must submit this form with sections 1-5 completed and a copy of the artwork to OU-Tulsa Student Affairs, Rm. 1C76. Please allow a minimum of two weeks for processing, which may include design revisions.

**1 STUDENT ORGANIZATION**

Org. Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**2 LICENSEE/MANUFACTURER INFORMATION\***

Manufacturer: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

*Note: Manufacturers must be a licensee of the University of Oklahoma. For a complete list of approved companies, please visit [soonersports.com/licensing](http://soonersports.com/licensing), click on student organizations, then one of three current OU licensee lists.*

**3 PRODUCT INFORMATION**

Distribution Channels (Who and Where): \_\_\_\_\_

For fundraisers, all (100%) of the proceeds will go to: \_\_\_\_\_

**DESIGN 1**

Product (Please be specific): \_\_\_\_\_

Quantity: \_\_\_\_\_ Cost \$ / Unit from Manufacturer: \_\_\_\_\_

Is the product for internal consumption (not to be resold)?  Yes  No - Resale Price: \_\_\_\_\_

**DESIGN 2 (IF MULTIPLE PRODUCTS, LIST BELOW)**

Product (Please be specific): \_\_\_\_\_

Quantity: \_\_\_\_\_ Cost \$ / Unit from Manufacturer: \_\_\_\_\_

Is the product for internal consumption (not to be resold)?  Yes  No - Resale Price: \_\_\_\_\_

**DESIGN 3**

Product (Please be specific): \_\_\_\_\_

Quantity: \_\_\_\_\_ Cost \$ / Unit from Manufacturer: \_\_\_\_\_

Is the product for internal consumption (not to be resold)?  Yes  No - Resale Price: \_\_\_\_\_

**DESIGN 4**

Product (Please be specific): \_\_\_\_\_

Quantity: \_\_\_\_\_ Cost \$ / Unit from Manufacturer: \_\_\_\_\_

Is the product for internal consumption (not to be resold)?  Yes  No - Resale Price: \_\_\_\_\_

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**4 ADVISER APPROVAL**

I have reviewed and approve the attached request for consideration.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**5 COLLEGE DEAN APPROVAL\***

I have reviewed the attached request and approve the use of the college's name by a student organization.

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

\*Note: College Dean, College Student Services/Affairs Dean, or Dean Designee; Only OU –Tulsa Student Government Administrative (SGA) Organizations and OU-Tulsa Academic Student Organizations are eligible for this option. This approval is only necessary for student organizations wanting to use college/departmental marks without identifying their organization.

**6 OU-TULSA STUDENT AFFAIRS APPROVAL**

I have reviewed and approve the attached request for consideration by OU Trademark Licensing.

Comments: \_\_\_\_\_

At the University of Oklahoma-Tulsa Schusterman Center, the above named group is a:

SGA Administrative Organization       Academic Affiliated Registered Student Organization

Registered Student Organization

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

**7 OU TRADEMARK LICENSING APPROVAL**

Product:  Approved     Approved Pending Changes     Denied

Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Order to be Royalty Exempt:  Yes       No

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

\*Conceptual approval only. Licensee must upload final artwork for approval on myiCLC