

MARK-001 Trademark Licensing

 <p>The logo of Fort Lewis College, featuring a circular emblem with a mountain range at the top, a shield in the center divided into four quadrants (top-left: a book, top-right: an atom, bottom-left: a chalice, bottom-right: a hand holding a quill), and the text 'FORT LEWIS COLLEGE' at the top and 'ARTES LIBERALES ESTABLISHED 1911' at the bottom.</p>	<p>Policy identification number: MARK-001</p> <p>File: Marketing and Communications Policies</p> <p><i>Trademark Licensing</i></p> <p>Policy Summary</p> <p><i>Usage of Fort Lewis College marks must be approved through a licensed vendor.</i></p>
--	---

Policy Owner	Approval Date	Effective Date
President	July 11, 2019	July 11, 2019

Search Terms	Scheduled for Review
trademark, licensing, t, advancement	Summer 2024

I. Policy Statement

Fort Lewis College regulates the use of its marks in publication, on the internet, on signage and on apparel and gift items such as uniforms, t-shirts, caps, key chains, mugs, backpacks, etc. Every individual and entity including organizations, clubs, teams, groups, offices, departments, etc., must use a licensed vendor to produce anything that has Fort Lewis College marks on it. Those who profit commercially from the sale of products with Fort Lewis College marks will pay an 8% royalty fee based on the wholesale price (and must use a licensed vendor). Any use outside of what is outlined here, and on the [Fort Lewis College Licensing website](#), is prohibited.

Any printed material, apparel or novelty item bearing the Fort Lewis College name or any of its marks, must be printed, embroidered, manufactured, etc. by a licensed vendor. Artwork will go through an approval process through the licensed vendor.

Only vendors licensed with Fort Lewis College are permitted to manufacture Fort Lewis College trademarked products (see procedures below).

II. Reason for Policy

To protect the image of excellence to all audiences, the Fort Lewis College names and marks must have trademark protection.

III. Responsibilities

For following the policy: All employees and students

For enforcement of the policy: Director of Marketing

For oversight of the policy: Vice President for Advancement

For notification of policy: Policy Librarian

For procedures implementing the policy: Director of Marketing

V. Procedures

Vendors become licensed by going through an application process with:

Harrison Polk, Partner Services Representative,
Learfield IMG College
1075 Peachtree Street, Suite 3300
Atlanta, GA 30309
770-799-3243
harrison.polk@clc.com

VI. Cross-Referenced Policies

[Fort Lewis College Licensing website](#)

[Approved vendor list](#)

VII. Consequences of Non-Compliance

The unauthorized use of such material is a trademark infringement. Any production, display, or sale of unauthorized products or services is a violation of the Federal Landham Act of 1946, the Federal Trademark Act of 1984, and the State of Colorado's infringement and unfair competition laws, among others. Such violations are subject to liability for damages, injunctive relief, attorney fees, and other penalties, civil and criminal.