

**TO:** STUDENT GROUPS/ORGANIZATIONS  
**FROM:** PURDUE TRADEMARK LICENSING  
**SUBJECT:** APPROVAL PROCESS TO USE PURDUE LOGO'S/TRADEMARKS/WORDS FOR FUNDRAISING  
**DATE:** 9/27/2010

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In order to have any Purdue word marks, trademarks or logos (including changes to the Purdue Pete logo) imprinted, screened or embroidered on any merchandise for club usage or fundraising activities, and to have the items be royalty exempt. The following criteria must be met:

- 1) Have an Officially Licensed Company produce the product.
- 2) The item must be only for internal club/organization consumption or sold directly by members of the group as a fundraiser for the group.
- 3) The item will not be sold wholesale to a retailer for resale.
- 4) Approval of the logo or trademark must be made prior to production. To get approval, either yourself, or a licensed vendor, can e-mail the design to [jvruggink@purdue.edu](mailto:jvruggink@purdue.edu) for approval.
- 5) If there is a sponsor logo(s), or a third party is paying for the item, must be submitted to [dcwilson@purdue.edu](mailto:dcwilson@purdue.edu) for approval and a ruling of the item is royalty bearing or not, and for art approval.
- 6) No items will be approved from unlicensed vendors.

#### **Basic Guidelines to follow when choosing or designing a product**

Purdue Trademark Licensing reserves the right to approve each use of its Trademarks on a per product, per design basis. Licensees or those that are given permission will submit each proposed use, product, or design to Purdue Trademark Licensing or Purdue's authorized agent (for commercial products) for approval.

Purdue Trademark Licensing will not approve the use of its Trademarks on the following products:

- Alcoholic beverages
- Tobacco or tobacco-containing products
- Legally controlled substances
- Sexually oriented products or designs
- Religious affiliated products or designs
- Political products or designs
- Games of chance
- Appliqués, patches, or heat transfers for retail sale

In addition Purdue Trademark Licensing will not approve the use of the Trademarks in text or graphics, which are judged to be sexually suggestive; denigrate any groups, including another college or university, or infringe on the rights of other trademark owners. Purdue Trademark Licensing will not approve products that do not, in Purdue Trademark Licensing's sole discretion, meet minimum standards of quality and/or good taste or those that are judged to be dangerous or carry high product liability risks.