

Appendix H: Advice, Guidance and Approvals

Overview

The University of Wisconsin Oshkosh trademarks include: the words *University of Wisconsin Oshkosh*, *UW Oshkosh*, *UWO*, *Titans* and other University wordmarks; any graphic representation of the aforementioned words; the Titan marks; the University's logo, seal and medallion; the University's identities and sub-brands; and all current and future trademarks, service marks, words marks, designs or logos that may be used by the University.

The list of University trademarks is updated regularly. For current information on the University's trademark standards, contact Integrated Marketing & Communications, or Kathleen Kaltenbach, Director of Licensing at University Books & More.

The University asserts ownership of its name and any trademark that has come to be associated with it. The University has registered or filed to register certain of its trademarks with the U.S. Patent and Trademark Office.



Who should use the trademark standards

The trademark standards apply to faculty, staff, students, and all organizations and units of the University. Vendors and other third parties who have received permission from Integrated Marketing & Communications to use our trademarks also must comply.

Approvals

All individuals and organizations, internal and external, must seek and obtain approval from Integrated Marketing & Communications before using the University trademarks for any purpose. Academic syllabi are excepted from this requirement.

Standards for using UWO's trademarks

The University's trademarks are intended to present a positive image of the University of Wisconsin Oshkosh.

Trademarks are strictly governed by the University. They must be used exactly as described in the

Brand Guidelines. Trademarks may not be used in the name, logo or advertising of any third party in any way that implies endorsement by the University.

To avoid possible legal issues, please contact Kathleen Kaltenbach, Director of Licensing at University Books & More or Integrated Marketing & Communications if you have trademark usage questions.

Vendors

Only vendors officially designated or licensed by the University may produce merchandise or other items bearing the University of Wisconsin Oshkosh name.

Acceptable uses

The University will approve the use of its trademarks only for uses that are appropriate and reflect positively on the University.