

Licensing Program and Trademark Policy

Date

8/19

The purpose of the University of Southern Indiana's (USI) licensing program is to ensure that USI's brand identity is properly represented on products and services marketed to both the USI community and the public. The licensing program is responsible for determining if products and/or designs are consistent with the goals and image of USI. The program also ensures the quality, content, production and distribution of products meets USI's standards.

The University has contracted with an outside licensing partner to help manage its licensing program. The licensing partner acts as an intermediary for the University of Southern Indiana, working directly with manufacturers and retailers. This ensures that decisions can be made promptly and that manufacturers can become licensed with the University in a timely manner.

In order to produce products bearing the marks of University of Southern Indiana, manufacturers and vendors must be licensed through the licensing partner. For more information on becoming a licensed vendor, visit: <http://www.usi.edu/brand/licensing-and-trademark/>.

The licensing program is a resource for all members of the USI community and the vendors who work with the University and was designed to ensure consistent and appropriate use of USI's visual identity. Additionally, the program enables the University to share in the financial benefits derived from the commercial use of these trademarks.

All University of Southern Indiana trademarks are the property of University of Southern Indiana.

For additional information on the University's licensing program and a list of licensed vendors, visit <https://www.usi.edu/brand/licensing-and-trademark>.

Frequently Asked Questions, visit <https://www.usi.edu/brand/licensing-and-trademark/licensing-faq>