

**SECTION 8: SPECIAL COMMODITY PROCEDURES**

**PROCEDURE 8.4: UNIVERSITY TRADEMARKED GOODS**

**POLICY:**

All products containing University Marks (licensed products) shall be approved by the University of Washington Trademarks and Licensing Office. [University Campus Licensees](#) have been pre-approved by the University of Washington Trademarks and Licensing Office to produce various categories of products for University customers, and may be contacted to provide licensed products.

Use of University Marks implies association with the University of Washington and must conform to the [UW Brand Guidelines](#). Therefore, products with University Marks are only appropriate for use and distribution by and for Registered Student Organizations (RSOs) or Official Campus Departments/Groups. University RSOs/Department/Groups **do not** have the authority to grant permissions, usage rights or other rights to use University Marks to external entities.

Currently, there are [10 vendors](#) approved to produce products for purchase by Campus Departments or Organizations. Only these vendors shall be used for the production of licensed products for purchase by a Department or Organization.

Use of a supplier that is not a UW licensee can cause damage to the University's image and reputation as well as creating significant legal liability for the supplier.

**PROCEDURE:**

For products to be procured by the University of Washington or an approved RSO, Department or Group within the University, ensure that the supplier is a UW Licensee by checking the list of UW Campus Licensees. When contacting the supplier, ensure that supplier is authorized by the University of Washington Trademarks and Licensing Office to provide the particular products requested by the University RSO, Department or Group.

If none of the UW Licensees can produce the necessary licensed products, contact the [University of Washington Trademarks and Licensing Office](#) for additional assistance.