

# Arkansas State University - Jonesboro

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**Effective Date: 07/01/96**

**Number: 05-29**

**Section: Finance and Administration**

**Subject: Collegiate Licensing**

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On April 1, 1991, Arkansas State University established a licensing program to control the use of its names, logos, mascots, slogans and other trademarks and terminology associated with Arkansas State (collectively "Marks"). The Marks include "Arkansas State University", "Arkansas State", "ASU", "A-State", "Arkansas State University Red Wolves", "Red Wolves", "Arkansas State University Red Wolf", "Red Wolf", "Howl Yes", and "Howl No", as well as imagery associated with both academic and athletic components of the University. These Marks and any derivatives or variations of the Marks are owned by Arkansas State University and may be used only with the proper license. Some marks are not licensed for use and may not be reproduced.

The program is set up to (1) protect Arkansas State's Marks from unauthorized use; (2) control the quality of goods or services associated with those Marks; (3) allow Arkansas State to participate in the benefits derived from the commercial use of its Marks; and (4) establish a cooperative effort between manufacturers, retailers and Arkansas State in the sale of its licensed products.

Unauthorized use of Arkansas State University Marks is trademark infringement. Any production, distribution or sale of unauthorized products containing the Marks violates the federal Lanham Trademark Act of 1946, the federal Trademark Counterfeiting Act of 1984 and state unfair competition laws, among others. These violations subject unauthorized users of the Marks to liability for damages, injunctive relief and other penalties.

All requests for the use of Arkansas State University Marks should be made in writing and forwarded to the University Licensing Approval Committee. Please contact Athletics Marketing at PO Box 1000, State University, Arkansas 72467 or 870-972-3930 for further information. You may also wish to contact The Collegiate Licensing Company, 320 Interstate North, Suite 102, Atlanta, Georgia 30339 or 404-956-0520.

Revised on 07/01/13.