

### **Harvard Logo use for events:**

#### *General Information about the Harvard Trademark Program*

The Trademark Program is charged with the protection and licensing of Harvard's trademarks worldwide and the administration of the University's internal Use-of-Name policies and guidelines. The office also provides advice to members of the Harvard community on a wide range of trademark related issues.

In its protection efforts, the office registers Harvard's various trademarks and works to stop their unauthorized use around the world. Through its domestic and international licensing endeavors, the office licenses the University's trademarks (e.g., Harvard, Harvard University, Harvard College, Harvard Medical School, HBS, Harvard Football, the VERITAS shield, etc.) to qualified companies to produce a variety of insignia items; proceeds from the sales of these items are provided to the Faculty of Arts and Sciences for undergraduate financial aid. The office also administers Harvard's Use-of-Name policies, which were established by the University to ensure that the Harvard name and insignias are used appropriately and accurately by the University community and in accordance with the principles contained in the policies.

#### **Ordering Apparel or Other Mercantile Items Bearing Harvard's Trademarks**

Any organization that wants to have apparel or other mercantile items produced bearing any of the University's trademarks (e.g., Harvard, Harvard University, Harvard College, H, the VERITAS shield, all other Harvard school and house shields, etc.), including items bearing a student organization's name that incorporates any of Harvard's trademarks and/or logos, must seek approval from the Trademark Program before ordering such items (whether such items are for use by the student, student organization, to give away, or to sell). The Trademark Program will provide guidance on how the trademarks may be used on the items, information about official University licensees will assist the student or student organization in selecting a licensee to produce the items (only official licensees of Harvard are permitted to produce mercantile items bearing the University's trademarks), appropriate forms to be completed by the requesting student or student organization, and will determine if the items being ordered qualify for royalty exemption.

Event organizations wishing to sell any items (t-shirts, mugs, water bottles, etc) bearing their student organization name or any other Harvard name or logo must contact the Harvard Trademark Program at (617) 495-9513 or [trademark\\_program@harvard.edu](mailto:trademark_program@harvard.edu) before proceeding. The following guidelines apply to officially recognized student organizations that give away or sell items bearing their organization name or (if granted permission to do so) other Harvard trademarks.