

Authority: Approved by the President

## **Chapter 15 Name Use, Endorsements, and Use of University Logo and Trademarks**

### **15.1 Policy**

The Okinawa Institute of Science & Technology Graduate University (University) is internationally known for excellence in education, research, and scientific and technological innovation. The University name (and abbreviated names) and its associated marks, trademarks, logos, and symbols, and like identifying images (collectively, the "names and marks") are internationally recognized and represent the high caliber of our faculty, students, and staff. The names and marks convey the quality, breadth, and depth of the University's accomplishments. This Policy is intended to protect the unique identification and reputation of the University.

The University is the owner of its names and marks, which are among its most valuable assets. Faculty, students and staff share in the benefits associated with the University's name and marks, and therefore also share responsibilities concerning their use.

Detailed information and instructions concerning the University's Trademark Use Policy, and its Trademark Licensing Program, can be obtained from the Technology Transfer Section [[Link: 2.5](#)]. See also Chapter 14, Intellectual Property and Technology Transfer [[Link: Chapter 14](#)].

### **15.2 General Considerations**

#### **15.3 Rules**

Names and marks of the University may not be used in a manner that implies endorsement of, or affiliation with, events, activities, programs, products or services of any entity not directly associated with, or licensed in writing by, the University.

##### **15.3.1 Use of Names and Marks Restricted to Official University Business**

Attaching or using the University's names and marks in connection with any event, activity, publication, product or service is permitted ONLY if the event, activity,

publication, product or service is one for which the University has formally accepted institutional responsibility.

#### 15.3.1.1 Use by University Personnel

Faculty and staff may use the University names and marks ONLY for official University business. Faculty, faculty emeriti, and staff members using the University name and marks in connection with activities conducted outside of the scope of their employment must use their exact title and must not imply that the University endorses the product or activity.

15.3.1.1.1 Personal letters may not be written on stationery bearing the University names and marks, especially in matters that may involve controversy, endorsements, or solicitations for non-University purposes.

#### 15.3.1.2 Use by Students

Students may identify themselves on business cards as students of the University, provided that it is clear that they are students and not employed by or representing the University in an official capacity (Chapter 5 [\[Link: 5\]](#)).

Students employed by the University may also include their job title and contact information.

Students must use a University-approved vendor to obtain business cards, to assure conformance with University style and format requirements. Cards made using a personal computer must also conform to University style and format; examples are available from the Division of Communication and Public Relations.

#### 15.3.1.3 Use by Student Organizations

If given permission by the Vice President for Communication and Public Relations and the Dean of the Graduate School, approved student organizations may be permitted to use the University's names and marks. Proposed uses of the University names and marks must be submitted to the Vice President for Communication and Public Relations for review and approval in advance.

Only student organizations that are both University-registered and University-sponsored may submit proposals to use the University name and marks.

15.3.1.3.1 Voluntary student organizations (those registered with, but not sponsored by, the University) may refer to themselves as the "OIST Graduate University \_\_\_\_ (insert name) \_\_\_\_\_," but they may not use any other University names and marks. Proposed graphics related to use of the term "OIST Graduate University" by voluntary student organizations must be submitted to the Vice

President for Communication and Public Relations for approval (Chapter 16.3.1 [\[Link: 16.3.1\]](#)).

15.3.1.3.2 Student organizations and entities that are not registered with the University are prohibited from any name association with the University.

15.3.1.3.3 No student organization may use the registered University Seal [\[Link: 2.7\]](#) under any circumstances nor shall they create or use any seal bearing University names and marks.

#### 15.3.1.4 Use By Other Voluntary University-Affiliated Organizations

Voluntary groups comprised of University students, employees, families and friends that are registered with the University may refer to themselves as the “OIST Graduate University [name of group]” but they may not use any other University names and marks. Proposed graphics related to use of the term “OIST Graduate University” by such voluntary groups must be submitted to the Vice President for Communication and Public Relations for approval (Chapter 16.3.1 [\[Link: 16.3.1\]](#)).

### 15.3.2 Tax Considerations

There is potential for generating revenue by licensing University names and marks; this may also give rise to tax consequences. All proposed “business plans” involving use of University names and marks must be reviewed and coordinated with the Vice President for Financial Management [\[Link: 2.4.5\]](#) and the Technology Licensing Section [\[Link: Chapter 14\]](#) prior to detailed development or implementation of such plans.

### 15.3.3 Use in Fundraising

*Without exception, all fundraising activities [\[Link: 7\]](#), whether or not names and marks are used, must be pursued through and coordinated with the Office of the President.* Additionally, permission to use the University’s names and marks in fundraising requires approval by the Vice President for Communication and Public Relations in order to ensure, among other things, conformance with University style and format conventions [\[Link: 16.3.1\]](#).

### 15.3.4 Use in Partnerships and Affiliations

A partnership or affiliation that requires the use of the University’s names and marks as a condition of the relationship (for example, research contracts/grants and procurement contracts/agreements), may be construed as an endorsement or be otherwise problematic. Such agreements must be reviewed by the Vice President for Financial Management [\[Link: 2.4.5\]](#) and by the Vice President for Communication and Public Relations [\[Link: 2.4.5\]](#) prior to execution.

15.3.4.1 This is to be distinguished from use of the University’s names and marks for outside academic and research-related events in which the University is a participant, affiliate, or sponsor. Such use is a normal adjunct to the University’s academic and research endeavors and is ordinarily appropriate so long as the University’s graphic and stylistic standards are met (Chapter 16.3.1 [\[Link: 16.3.1\]](#)).

### **15.3.5 Use in Political Campaigns**

It is forbidden to use, directly or indirectly, any name and mark of the University in political campaigns. Questions should be directed to the office of the Dean of the Faculty Affairs (for academic staff) or the office of the President [\[Link: 2.4.1\]](#) (administrative staff).

### **15.3.6 Use in Endorsements**

University faculty and staff are not permitted to give endorsements (a positive evaluative statement about a product or service) on behalf of the University. Statements made by University personnel in their official capacity may not in any way imply University preference for or endorsement of a particular firm, organization, product, or service.

15.3.6.1 The Vice President for Communication and Public Relations may grant permission to use the name of the University, but not its marks, in a statement of fact concerning a vendor relationship and/or work performed. Examples:

“OIST Graduate University has contracted with X Company for vehicle fleet maintenance.”

or

“X has been awarded a contract for computer peripherals by OIST Graduate University.”

Such statements may not in any way imply University preference for or endorsement of a particular firm, organization, product, or service.

Example of what may not be stated:

“OIST Graduate University has contracted with X Company for vehicle fleet maintenance because X has the best mechanics in Okinawa.”

15.3.6.2 Personal endorsements in University publications (print or electronic) may be permissible, as long as the author makes it clear that such statements are personal and not the position of the University or any of its units, and as long as no personal gain is realized from the endorsement.

15.3.6.3 Objective factual valuations of products or services (not an endorsement) must be accompanied by the following disclaimer:

“The OIST Graduate University does not sponsor or endorse the products or services described.”

### **15.3.7 Use in Marketing, Movies, TV, Press Releases, etc.**

When University names and marks, or images of the University, are used in association with television or radio programs, videos, movies, events, projects, magazine shoots, and similar activities, official University involvement is likely to be inferred. Requests to use photographs or other images of the University, or any of its names and marks, in advertisements or marketing materials, or in press releases, movies or television programs, must be immediately directed to the Vice President for Communication and Public Relations (Chapter 16 [\[Link: 16\]](#)).

### **15.3.8 Reporting Suspected Misuse or Infringement**

Refer to Chapter 23, Misconduct & Whistleblower Protection [\[Link: 23\]](#), for guidance on reporting suspected misuse, infringement, or other similar misconduct with regard to name use, endorsements, or use of logo and trademarks.

## **15.4 Responsibilities**

### **15.4.1 All University Personnel**

### **15.4.2 Managers and Supervisors**

### **15.4.3 Vice President for Communication and Public Relations**

### **15.4.4 Technology Transfer Section**

### **15.4.5 Vice President for Financial Management**

## **15.5 Procedures**

## **15.6 Forms**

## **15.7 Contacts**

### **15.7.1 Policy Owner:**

Vice President for Communication and Public Relations

### **15.7.2 Other Contacts:**

vpcpr@oist.jp

## **15.8 Definitions**

### **15.8.1 Endorsement:**

A positive evaluative statement about a product or service

### **15.8.2 Names and Marks:**

The University name (and abbreviated names) and its associated marks, trademarks, logos, and symbols, and like identifying images, including those that are confusingly similar to any of the above.