

# UW-La Crosse Trademark and Licensing Project Request Artwork Approval and Fee Waiver Form

All logos, seals, names, symbols, and slogans associated with the University of Wisconsin-La Crosse are trademarks and are the exclusive property of UW-La Crosse. Reproduction of these marks for resale or other commercial purposes must have university authorization, which provides protection against the manufacture, display, or sale without the university's consent. These trademarks should never be redrawn, re-proportioned, or otherwise modified. **A completed copy of this form must be provided to the vendor supplying the project.**

## **PART A. PROJECT INFORMATION**

Name of Organization \_\_\_\_\_

Student Representative \_\_\_\_\_ Adviser \_\_\_\_\_

Date(s) of Project \_\_\_\_\_

Description of Project (include if product will be given away, sold at cost, or sold for profit)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Cost/Sale Price of Product \_\_\_\_\_ Univ. Acct. # (if applicable) \_\_\_\_\_

Product Vendor Name \_\_\_\_\_

## **PART B. ARTWORK/PROJECT APPROVAL** (Please attach copy of proposed artwork.)

\_\_\_\_\_ The attached artwork/project meets university standards.

\_\_\_\_\_ The attached artwork/project does not meet university standards.

\_\_\_\_\_ The attached artwork/project is approved with the following changes below:

\_\_\_\_\_

\_\_\_\_\_  
Larry J. Ringgenberg, Director  
University Centers, UW-L

\_\_\_\_\_  
Robin Tuxen (*Athletic Logo use only*)  
Administration & Finance, UW-L

\_\_\_\_\_  
Date

## **PART C. LICENSING FEE WAIVER APPROVAL**

Recognized student organizations may give away products that include trademarks of the university for on-campus purposes provided such use reflects positively on the university and the logos are reproduced accurately. These products are exempt from the royalty fee charged commercial ventures. This waiver must be completed and signed by the appropriate representatives of the organization and UW-La Crosse representative prior to project initiation.

I verify that the above organization is a current university organization and that the project described above is only for the purpose of promoting the organization, not for the profit of an organization, individual, or business.

\_\_\_\_\_  
Student Organization Representative

\_\_\_\_\_  
Date

The project described above is exempt from paying the UW-La Crosse licensing fee:

\_\_\_\_\_  
Larry J. Ringgenberg, Director  
University Centers, UW-L

\_\_\_\_\_  
Robin Tuxen  
Administration & Finance, UW-L

\_\_\_\_\_  
Date