



Success. It's In Our Nature.

**Policy Name:** Trademark and Service Mark Use

**Policy Number:** L-4

**Functional Area(s) Responsible:** Enrollment Management

**Owner(s) of Policy:** Marketing and Public Relations

**Most Recent BOT Approval Date:** September 2011

**Most Recent Review Date:** Spring 2024

**Most Recent Review/Revision Type:**  none  minor/non-substantive  substantive/extensive

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**Policy Statement:**

The Finger Lakes Community College trademarks and service marks are intended to present a positive image of the College. The Finger Lakes Community College Marks are not to be used in the name of a business, in advertising, as part of another mark or logo, or on a product in a way that could state or imply an endorsement.

The Finger Lakes Community College Marks are not to be provided to any off-campus organization without prior approval. The Finger Lakes Community College Marks are not to be used in any way that will discriminate against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of the College's anti-discrimination policies.

**Reason(s) for Policy:**

In order to comply with and assure protection under federal trademark law, Title 15, U.S.C., section(s) 1051 et seq., Finger Lakes Community College is required to monitor all uses of its trademarks and service marks. This policy provides information and guidelines to the College community regarding the use of Finger Lakes Community College's trademarks and service marks.

**Applicability of Policy:**

This policy applies to employees, students, academic departments, administrative divisions/departments, alumni organizations, the Finger Lakes Community College Foundation, the Finger Lakes Community College Association, the Finger Lakes Viticulture and Wine Corporation, Student Corporation, student organizations, informal and ad hoc groups, and outside vendors and community members.

**Definitions:**

Trademark (including service marks) - includes any word, name, symbol or device, or a combination of them, used to associate goods (or services) with a particular entity and to distinguish them from the goods (or services) of others. A trademark may only be used by or with the consent of the owner thereof.

License - an agreement for the right to use someone's trademarks.

**Related Documents:**

- Federal Trademark Law, Title 15, U.S.C., section(s) 1051 et seq.

**Procedures:**Trademarks and Service Marks

Finger Lakes Community College's trademarks and service marks include, but are not limited to: the words "Finger Lakes Community College," "FLCC"; the official seal of Finger Lakes Community College; the logo design when used in reference to FLCC; and all current and future trademarks, service marks, word marks, designs or logos used by FLCC (collectively, the "FLCC Marks"). For questions about whether or not something is a trademark or service mark, contact the Marketing or Public Relations and Communications office.

Guidelines for Using Trademarks and Service Marks

The Finger Lakes Community College Marks are intended to present a positive image of the College. The Finger Lakes Community College Marks are not to be used in the name of a business, in advertising, as part of another mark or logo, or on a product in a way that could state or imply an endorsement.

The Finger Lakes Community College Marks are not to be provided to any off-campus organization without approval of the Marketing or Public Relations and Communications office. The Finger Lakes Community College Marks are not to be used in any way that will discriminate against any persons or groups based on age, ancestry, belief, color, creed, disability, national origin, race, religion, sex, sexual orientation or veteran status, or in any other way that would be a violation of the College's anti-discrimination policies.

Approval

The use of any of the Finger Lakes Community College Marks by student organizations or groups or any third party must be approved in writing by the Director of Marketing or Director of Public Relations and Communications prior to production of each item. The use of the Finger Lakes Community College Marks on consumer goods produced, ordered or sold by units of Finger Lakes Community College must be approved in writing by the Director of Marketing or Director of Public Relations and Communications prior to production of each item. Items include, but are not limited to, brochures, binders, T-shirts, coffee mugs, tickets, balloons, uniforms, booths and exhibits.

Finger Lakes Community College reserves the right to approve or disapprove any use of the Finger Lakes Community College Marks, even if not explicitly prohibited by this policy or these guidelines.

All Finger Lakes Community College Marks must adhere to the rules outlined in the FLCC Branding Guide.

**Forms/Online Processes:**

None

**Appendix:**

None