

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 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 the Policy

This policy applies to employees, students, academic departments, administrative divisions/departments, alumni organizations, the Finger Lakes Community College Foundation, student organizations, and informal and ad hoc groups.

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.

Review dates/action taken:

- September 2011: original approval date
- Fall 2012: no revisions
- Spring 2015: no revisions

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 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 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 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 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.

Forms/Online Processes

- None

Appendix

- None

Review dates/action taken:

- September 2011: original effective date
- Fall 2012: no revisions
- Spring 2015: no revisions