



The University of Texas at Austin
**Office of Brand, Trademarks
and Licensing**

Frequently Asked Questions – Artwork Review & Approval

I am a student, employee, alumnus, fan or outside entity of a UT System institution. Do I need to ask permission to use a UT System trademark?

Yes. It is important for this office to protect the trademarks and control their use in order to maintain their value. See "Process for Approval" in the menu bar for more information.

If the item being purchased has NO reference to the university, e.g. no colors, building images, names or trademarks, do I need to have a licensed vendor produce my product?

No. If there is a question regarding a design, we suggest submitting the art to trademarks@utexas.edu to determine your next steps. It is best to be absolutely sure.

My product is NOT going to be resold for profit. Do I have to select a licensed vendor?

Yes. All items bearing university marks must be produced by a licensed vendor and reviewed by this office, regardless of the purpose. This includes artwork containing the name of the university and mascot in plain text.

Where can I find a list of licensees?

Approved vendor lists for all UT System institutions (except UT Austin) can be found [here](#). See [Internal Request Portal](#) to review licensed vendors available to UT Austin.

Can I alter a word mark or logo?

No. Altering a word mark or logo would hurt its integrity. This would dilute the strength and value of the mark.

I am a student or employee of a UT System institution and I want to order promotional items. Where can I find the current logos?

This office strongly encourages requesters to contact their respective university marketing or communications office FIRST. They will assist you with providing the appropriate unit signature or logo for your project. Modifying or creating a unit signature without proper consent will result in delaying artwork approval. Review [Permission to Use](#). A list of UT Austin protected marks can be found [here](#).

How long do requests usually take to process?

Typically, the review process can take 3–5 working days. Each request is reviewed on a case-by-case basis to ensure compliance with UT System policies. Urgent requests will be reviewed based on availability.

Do printed materials such as brochures, flyers and letterhead need to be produced by a licensed vendor?

Please review [Printed Materials](#).

Are campus entities able to acknowledge corporations that have contributed to a campus event, project, etc. without an executed agreement?

Yes. It is possible to acknowledge corporations for their support, providing there is no logo usage and no mention of product or services of that corporate entity. The company name should be the same size, color, typeface as the rest of the statement or artwork.

Do I have to use the ™ or ® on my merchandise or materials?

Trademark law commentators unanimously recommend that proper trademark designation symbols (i.e. the “®” if the mark is registered in the United States Patent and Trademark Office, and the “™” if the mark is not so registered) be used to enhance the protectability of the marks and to take full advantage of trademark laws. These symbols serve as notice to the public that trademark rights are asserted in the marks protected by the university. Use of the proper trademark designation symbols can serve as evidence in litigation.

If the university has not required third parties to use the proper symbols for marks that have been registered, the university may be precluded from recovering profits and damages unless it can be established that the defendant had actual notice of the university’s registrations.

CLC requires by contract that all licensees affix the proper trademark designation symbols adjacent to the mark. By requiring licensees to use the symbols, the university is able to enhance the protectability of its marks as the licensees are acknowledging that the university does in fact have certain rights in its marks.