

University Of Massachusetts Lowell	
Date: July 01, 2001	Section:2.10
Subject: Logos/Trademarks (UMass), Licensing	

1. The University of Massachusetts has initiated a licensing program under which the right to the commercial use of the name, seal, initials, mascot, and associated logos of the University of Massachusetts is granted to manufacturers for use on various products (clothing, glassware, key rings, etc.) for sale or distribution. The Licensees pay a royalty to the University of Massachusetts for use of the University's trademarks at the five campuses: Amherst, Boston, Dartmouth, Lowell, and Worcester.
2. Any University department that wishes to have such items produced for resale or for promotional purposes shall first contact Christine Dunlap, Communications & Marketing office, at extension 3224 to determine if licensing will be required.
3. If licensing is necessary, the vendor will be required to be an authorized Licensee and pay the University a 7.5% royalty based on the total product cost inclusive of royalty.